

final report

Project code: V.RMH.0048
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Date published: 25 August 2016

PUBLISHED BY
Meat and Livestock Australia Limited
Locked Bag 1961
NORTH SYDNEY NSW 2059

Active Ageing Ethnographic Research – Insights 2 Innovation

Meat & Livestock Australia acknowledges the matching funds provided by the Australian Government to support the research and development detailed in this publication.

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Abstract

The rise of the Seniors cohort – those aged 55+, represents the largest growth opportunity for many sectors, over the next 10 years. For it is not only the dramatic rise in their numbers, as the Baby Boomer generation reach this age, but their spending power and new mindset – characterized by their desire to 'Actively Age', that makes them such an attractive opportunity. Yet whilst they shun the idea of being labelled as 'old', they expect more than merely an adaptation of 'family offerings', seeking out something that meets their needs.

To identify opportunities within the total 'food space', ethnographic research was carried out amongst a diverse group of 32 Seniors. This involved interviewing them in their homes, observing their weekly food behaviours, understanding their underlying needs on each meal occasion and discussing their choices.

With Seniors' diets being in a state of transition as they re-evaluate their priorities, there is an opportunity for Red Meat to carve out a more significant role in their diets, able to enhance their health and wellbeing, ultimately leading to increased consumption. Across Seniors' diverse weekly meal occasions, there are numerous instances where Segments of Seniors are disappointed in, or frustrated by, what existing offerings deliver. Thus by rethinking existing business models and / or redesigning value-chains, it is possible to deliver new solutions that better meet their needs and fit their world.

Executive Summary

Why Active Ageing?

The emergence of Seniors, those aged 55+, is a powerful force within society. Yet the impact of Seniors is potentially far more than just their burgeoning numbers. Never before have Seniors had such significant spending power, being the beneficiaries of the property boom, plus other favourable dynamics. But it is their mindset that marks the greatest difference; they have 're-written the rule book' at every other life stage and are demonstrating an appetite to lead a full and active life through their 'Golden Years'. Thus they place great value on maintaining and even enhancing their health and wellbeing through this phase of their life. Whilst other sectors are already benefiting from this opportunity, such as 'Cruises', foods which contribute health and enjoyment are well placed to benefit.

How the Project was done

Seniors have become very proficient at adapting to the world they face, for example, thinking nothing of re-portioning bulk packs, to suit their requirements. Thus as a consumer research project, the challenge was to get as close as possible to a real world understanding of the food behaviours of Seniors. To facilitate this, an Ethnographic Research approach was used – interviews were conducted in-home, in and around their kitchen and over 2 hours in duration:

- A broad exploration of their experiences as a Senior; what's most important to them, their expectations of their years to come, with a focus on their health and wellbeing.
- Understanding their weekly food behaviours; reviewing discrete meal occasions, meal preparation, their kitchen facilities and the food choices they make, including the contents of their fridge and food cupboards.

The research covered a broad spectrum of Seniors, from those for who recently turned 55 and for whom the kids have only just moved on having the kids moved on, through to those who were well into their late 80's, long since having sought the support provided by retirement village living. The sample was deliberately skewed to more innovative Seniors, exhibiting more progressive food behaviours, including; the adoption of convenience solutions, using food to boost their wellbeing and those committed to a dietary regime.

What was achieved?

This project has enabled a real world and complete picture of the food behaviours of Australian Seniors to be mapped out. In providing a platform for design led innovation, it was important to go beyond mere perceptions and attitudes, to uncover existing behaviours, challenges and barriers within their overall food consumption:

- Within the broadest sense of their life, what is most important to them
- What their expectations are, of what a 'good diet' can achieve, at their stage of life
- How they are informed and influenced in a changing world of health & wellbeing
- How they shop for food & what are their preferred channels
- What their food storage and equipment is like and their general kitchen set up
- What their repertoire of meal occasions is – how does a typical week 'pan out'?
- What they are seeking to achieve on each of those meal occasions?
- How satisfied they are at this time – how well existing behaviours work for them?

Industry Benefits arising from this work

The Red Meat Industry, and other Primary Industries, have the potential to benefit on a number of levels, and across multiple fronts.

As Seniors have re-evaluated their dietary choices, Red Meat has tended to be 'on the outer', categorised as 'to be eaten in moderation'. Yet Seniors have lost faith in the overall body of dietary recommendations and for most Red Meat remains a favourite. Amongst more Innovative Seniors, there is heightened interest in the role that diet can play as a positive driver of ones health and wellbeing and thus what a good diet actually looks like, beyond taking a piecemeal approach. However, other Seniors have not yet 'joined the dots' in realising their desire to Actively Age. Thus despite entrenched views, Red Meat is well placed to redefine the role it can play and increase overall consumption amongst Seniors.

Across the course of a typical week, Seniors have different meal occasions - a reflection of their contrasting desires at this time; such as with health, enjoyment or convenience coming to the fore. At different times, different segments of Seniors, are not always satisfied that the meal has delivered to their expectations, or what was involved in preparing it or the challenges in sourcing the required ingredients. Each of these instances represents an opportunity to develop new offerings, provided superior business models can be envisaged, and / or value chains redesigned, that deliver superior solutions that meet their desires and real-world expectations. These opportunities have the scope to benefit all players along the supply chain, from producers through to the channels of delivery.

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1 Background

1.1 The Seniors Cohort

At around the age of 55 people start to feel old! Physiologically their body goes in to more rapid decline, as they start to 'feel their age'. Around this time, it is also likely that they will no longer have dependent kids, as they 'leave the nest', enabling them to focus back on their own world and aspirations for their life, and the role their own health and wellbeing plays in supporting that.

The emergence of Seniors is well recognized as a significant force across a multitude of sectors, with a number having already experienced significant growth (i.e. the Cruise Line sector). So significant is this opportunity, that a recent McKinsey report identified the rise of Seniors in developed markets as being the single greatest driver of global consumption growth over the next 15 years, even more so than the emergence of the Chinese Middle Classes.

1.2 Key dynamics shaping the Seniors Opportunity

Significant growth in the proportion of Seniors in the Australian / developed market population – The Baby Boomer phenomenon, thus unable to be ignored as they reach critical mass.

Their spending power is immense, having been the beneficiaries of the property boom, with many choosing to down-size, or recognizing the value of this asset - they have the spending power & willingness, if they see the personal value.

Whilst for a generation the focus has been on the foods one should limit in one's diet, the focus is potentially shifting to the positive power of many foods (i.e. oats) - many products are now, or have the scope to be seen in a new light.

Life expectancy is increasing, as a generation that have grown up being mindful about their health – i.e. quitting smoking, regular exercise - the greatest growth in the population is amongst the very old – susceptible to a variety of debilitating illnesses: dementia, arthritis, strokes, ...

Expectancy of what one's senior years holds is changing, many having high expectations of the new experiences they will enjoy - the requirement to remain, or even enhance, their active wellbeing is paramount.

A generation who are the first to be well-educated and have an independent perspective (they were first 'teenagers') are thus liable to make their own choices - discerning what works best for themselves from a myriad of choices (i.e. diet regimes).

Shifting recognition of what's best for people's wellbeing as they age – weight bearing exercise and a high protein diet to maintain physical wellbeing. Thus we would expect to see Seniors looking beyond merely maintaining their independence - many are making new life style and food choices, beyond 'feeling their age'.

ACTIVE AGEING DEFINITION

Don't want to go quietly – seek to live a full and active life, doing things that belie their years

Live for new adventures – doing it on their own terms, working through their bucket list

As life expectancy is increasing – keen to make the most of their years and staying independent



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2 Objectives

This projects primary purpose is to provide the foundation from which value-adding and sustainable solutions for Active Agers can be developed. More specifically:

1. Understand Seniors broader life values – what is most important to them, as they enter the latter years of their life. What are their aspirations for their life and how important is their Health & Wellbeing in this context? Segment Seniors on this basis, as a foundation for targeting them with value-adding offerings.
2. Understand Seniors broader food behaviours, as the basis for developing new business models or building new value chains that fit the way they seek to interact with food. In particular, how do they source new food & nutrition ideas, how do they shop for food, what kitchen set up do they have and how do they store food?
3. Understand Seniors meal occasions – the discrete meal types that represent their overall weekly repertoire of meal occasions. Within each occasion, understand the underlying need at play, their goals for a meal and how they feel their existing meals and food preparation, delivers to those expectations.

3 Methodology

3.1 Ethnographic Research Approach

Consumer research usually takes the form of understanding consumers perceptions – essentially what they ‘like’ or think of something. Whilst this is important, it does not allow one to understand how one’s offering fits into their life – what role could it play and ultimately how it can add value to address their personal needs.

Food is inherently a repertoire off occasions – no one is aiming to achieve the same thing through breakfast, lunch and dinner and very few people are seeking to achieve the same thing at dinner, across 7 nights of the week. Thus an important starting point is to understand the consumer context of meal occasions – what are they trying to achieve at each meal, throughout the course of a week, before understanding the choices they make on each occasion.


Ethnographic research aims to view people’s real world behaviour and draw insights based upon their patterns of behaviour and the way they go about doing things.

In order to facilitate this, the research was carried out in people’s homes and not as part of a group discussion, where people are inclined to portray a somewhat idealised reality to conform with others views. The interview typically took place at their kitchen table, where their fridge, food cupboard and cooking appliances and utensils were to hand.

Unfortunately, this age groups lack of familiarity with using their phone to capture food ‘moments’ meant that it was not possible to get them to keep a diary of their recent food occasions, through this was discussed, as a part of the interview.

ETHNOGRAPHIC APPROACH – RE-WORLD INSIGHT

How they shop - the challenge of finding what they need and addressing value (dividing ‘value’ packs)
Observing and then discussing food preparation – across a diversity of meal occasions
Guided tour of the kitchen set up – favourite pans & how cope / what need to stay independent



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3.2 Make-up of the Research Sample Ethnographic Research Approach

In recruiting respondents for this research, we needed to recognize a number of factors that distinguish one Senior from another – people aged 55 and over, are not all the same:

- Seniors are by no means a homogenous group in terms of age, with there being a broad delineating between working and retired, as well as at an older age, when different forms of impairment are far more likely.
- Seniors mind-sets varies greatly – previous generations who have become Seniors have been more inclined to settle for a ‘comfortable life’, whilst the newer generation have expectations of embracing life and living for new experiences
- With a breadth of ‘new age’ thinking amongst the more progressive seniors, it is important to engage with these groups, as they could well be a portent for the future

Our approach to stratify the sample of respondents, was to address two main challenges:

- Cover the length and breadth of Seniors; from those in their late 50’s who are active, well-informed and affluent, through to those well into their 80’s who are ‘just managing’.
- Take a future focused perspective by engaging with Seniors who exhibit clear innovative behaviour and are thus a potent for the future.

Note: This ethnographic study is not trying to cover those Seniors who do not prepare their own meals, or their choice is largely taken out of their hands, whether their partner sorts it all out or they have largely lost their independence. Nor were we wanting to engage people who had a specific medical condition that impacted their diet in a significant way.

This thinking resulted in structuring the sample across the following 10 groupings:

1. **Younger White Collar** – those aged 55 to 64, professional with a positive outlook on life and enjoying their new found freedom and with high discretionary expenditure
2. **White Collar Retiree’s** – those whom as they have retired have made a ‘life-style’ choice, establishing themselves in a more desirable coastal location
3. **Younger Blue Collar** – aged 55 to 64 and still working, reflecting having led a ‘hard life’. Enjoy the simple pleasures, many having neglected their diets in pursuit of comfort and enjoyment.
4. **Core Retiree’s** – aged 65 to 79, with a traditional mindset. Live a contented and settled life, typically residing in an outer suburb and value being part of the local Seniors community.
5. **The Impaired group** – those aged 80+, many facing a major challenge in their life – the loss of their loved one, some physical impairment or the loss of social contact.
6. **Following a Dietary Regime** – their desire to enhance their wellbeing has resulted in them adopting a particular dietary regime, whether 5&2 diet, or a Paleo diet
7. **Focus on Convenience** – either post-family they have shunned cooking or their life styles means they prioritize other things over facilitating their own health needs
8. **Do it for me** – lead a busy life and place greater value on doing things, other than cooking. They also have the means to make this a reality, beyond just frozen meals.

9. **‘Serious’ Athletes** – seeking to maintain or re-discover their physical prowess, often with a major physical or endurance challenge as a goal to aim for / test themselves
10. **Defying the years** – those who are in their later years (75 plus), but show no signs of slowing down, living a full and active life, likely due to a number of factors

Note: These grouping numbers are referenced throughout the report.



3.3 Key areas of focus for the interviews

1. General Attitudes to Ageing – what is most important to people at this stage of their life, how do they feel, the overall pros and cons of being a Senior and how they relate to different key sectors?
2. Broader Dynamics of Health & Wellbeing – what are the expectations for what they can achieve, how do they believe they should go about it and where does food fit within this picture?
3. How Seniors evaluate food choices – what belief systems are at play / rules do they live by, what is most important to them and how do they structure their meal occasions accordingly?
4. How do Seniors plan & structure their food behavior and what causes it to change: What are the key influencers and how cement new behaviours? How do they shop for food and what are their preferred channels? How do they prepare meals – how does this influence things?
5. Exploration of specific meal / food occasions – categorise by different meal types, identify underlying needs, how the each is prepared and levels of satisfaction?
6. Where / how source food – holistic approach to food shopping, key channels and the role they play, purchasing drivers and shifting dynamics?

4 Broader Theme Areas of Active Ageing

Introduction

This project used an ethnographic approach to gain a deeper insight into Seniors lives and how they approach food and structure their meal occasions. Whilst the focus was their food consumption it was important to firstly understand the broader context of their life, as this influences and shapes the choices they make.

The ethnographic interviews explored Seniors personal values – what is most important to them, as well as their motivations and goals for this stage of their life and the barriers & enablers that they feel inhibit them realizing these things. It was in this context that their desired level of Health & Wellbeing was explored and understood.

This research covered a breadth of people in terms of their age, their socio-economic background, their life styles & activity levels and their personal circumstances. For each person it was important to understand ‘what makes them tick’ and how they are coping / embracing their Senior years. However, beyond this individual understanding a number of key themes emerged that provides insight into the dynamics and drivers of the Seniors market, across all categories. These perspectives are based upon people’s desired experiences, actual behaviours and their evaluation of how well the world currently works to satisfy their needs and expectations.

1. Seniors Personal Values – what is important to them
2. Seniors don’t like to be labelled as ‘old’
3. Seniors don’t feel their needs are being adequately addressed
4. Seniors recognize that they are becoming an emerging force
5. Deciding where to live is one of Seniors’ greatest dilemmas
6. Seniors feel that they are deserving & not averse to spending up big as a result
7. Seniors greatest aspiration is to travel and have experiences
8. Work remains important for Seniors – on many levels
9. Many Seniors are single – this creates many challenges in life

Implications / Conclusions of Active Ageing

4.1 Seniors Personal Values – what is important to them

Whilst Personal Values are largely shaped by people’s individual character, they also change as people go through different life stages as their life perspective and how they feel within themselves changes. Thus, whilst these values were by no means consistent across all Seniors who were part of this study, there were a number that came through consistently. Thus there were a number of ‘Values’ that consistently characterise Seniors’ own sense of leading a meaningful life:

Family – whilst all Seniors find getting old hard to deal with, the importance of seeing one’s children and grandchildren growing up and flourish helped them to come to terms with this.

Independence – Seniors seek to live an autonomous life, not reliant upon others to help with day-to-day tasks, but be able to fend for themselves.

Comfort – many Seniors don’t want for much. Having brought up a family and done a life’s work, they’re happy to sit back contented, surrounded by the simple pleasures in life they’ve accumulated.

Enjoyment – many Seniors recognize they are ‘here for a good time, not a long time’, so are prepared to make the most of things and have a good time.

Social Connection – many Seniors seek to share experiences and continue to forge friendships on a daily basis. Particularly where daily work interactions no longer exist.

Experiences – many Seniors put together a ‘bucket list’ of experiences they seek to have in their life time. Unlike previous generations, they are driven and feel deserving of doing things.

Achievement – many Seniors seek satisfaction through mastering something. Most often this is for personal success, but can also be the basis of making a statement to their peer group.

Self-actualisation – many Seniors still feel they have much to contribute and seek to make a difference in the world.

SENIORS VALUES – WHAT’S MOST IMPORTANT TO THEM, A SATISFYING LIFE (NOTE: BEYOND FAMILY)

Leading a Comfortable life and maintaining one’s Independence, able to fend for oneself

Maintaining important and long standing Social relationships and having the time to Master a skill

Living for Experiences – working through ones bucket list, or Pursuing a passion & Making a Difference



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4.2 Seniors don't like being labelled as 'old'.

It's hard to target Seniors as the majority don't see themselves as being 'old' and certainly don't want to be labelled as such, taking offence to the idea that their needs are significantly different to the overall adult population.

Those that are still working and / or are under 65, are particularly sensitive, not wanting to appear that they are 'over the hill' and are as capable as anyone else around them. Many of those in their late 50's and 60's make an extra effort to look younger, or at least still 'with it', when it comes to their clothing (i.e. Athletic-leisure gear), hair styles and general life style.

One also needs to recognize that a surprising number of this cohort has one or more ageing parents (in their 80's or 90's) that they were caring for at some level, such as visiting on the weekend with soup etc. making any label of being 'old' seem inappropriate.

In comparison, those that are over 65, but under 80, whilst they recognize that they have been 'segregated' from the rest of society, because they are retired (and by association, no longer useful), this is not necessarily how they feel. For many, whilst they recognize they have slowed down a little, many feel they're still enjoying a full and active life.

Thus 'old' is not seen as being a number – though most would say that it is around 85, but rather a sense of whether one needs help, or support to live a normal life, in whatever form that might be (from help getting out of the house, to managing to look after oneself).

Thus, there are likely few successful products that overtly target Seniors, the exception to this being an illness / ailment that is age specific (or at least associated), such as osteoporosis – at this time they have come to terms with being older. This also implies that it is only when they are at the Chemist, that they're happy to admit their age!

- ⇒ In scanning markets and looking for successful 'senior offerings', other than specific medical conditions, it is doubtful many would be successful
- ⇒ Whilst this is the case in Australia, and by extension, other Western markets, it is not necessarily the case in Asian markets, where attitudes to ageing are somewhat different

4.3 Seniors don't feel their needs are being adequately addressed

Whilst Seniors don't want to be labelled as being different, they do feel that in many areas, they do have different needs and expectations to other groups within society. However, many find it hard to explain what these are – when they see something they like, that works for them, then it is possible for them to enunciate what it is.

A good example of this is in the tourism sector, which is one of the most developed in terms of recognizing the unique needs of Seniors:

- Cruises work really well for Seniors – they want to get out and experience places, but not in an overly taxing way (like having to re-pack their bags). They also hold 'romantic ideals' about cruises, from a bygone era, so they see as being quite luxurious and special, even if the reality is somewhat different.
- 5 star hotels are less appealing to Seniors – they don't value as much being able to just sit back and relax, they aren't queueing up to get into the health spa and they don't like lots of kids around the pool, or at breakfast.

The issue for Seniors, is that in most instances they generally accept ‘the world is the way it is’. Thus they don’t tend to question things, but adapt to the situation, working around the barriers they face. As a result, they tend to disengage with a number of categories, rather than ‘voicing their concerns’. Mobile phones are perhaps a good example of this, where the only option for them is yester-years’ models, rather than a well-conceived offering.

Thus in the context of food, whilst the majority of Seniors typically shop in the same way as other groups in the population – at Coles or Woolworths, but they aren’t strongly endeared to them, seeing the benefits of other options (Aldi, specialist shops, farmer’s markets, ...).

4.4 Seniors recognize they are becoming an emerging force

Seniors inherently feel they are second class citizens, as they have either retired or are nearing retirement, and so are seen by the outside world of being ‘less able to contribute’. This feeling of being a drain on society (working people), has in the past meant, that they were reluctant to complain. However, the Seniors of today are somewhat different, for a number of reasons:

- They feel they have played a major role to shape the world into what it is today – one they believe is largely much better. So they feel they deserve to rest easy, and it is up to the next generation to build upon what has been established.
- A surprising number of Seniors were, or had until recently, still been caring for one or other of their own parents (i.e. someone in their early 60’s would likely have one surviving parent in their late 80’s).
- Seniors feel some level of rebuff by younger generations. They feel they still have much to contribute and are keen to ‘put in’, all be it on their own terms. However, they feel the world does not appreciate, nor value, the contribution they can make. Thus they are inclined to say ‘stuff you’.
- Seniors also recognize that they are now a sizeable group, and with that comes a powerful voice, whether it be swaying political parties (the recent UK Brexit vote being a good example of this) or by voting with the feet.

4.5 Deciding where to live is one of Seniors’ greatest dilemmas

One of the greatest dilemmas facing Seniors is where to live, as choices open up, as they reach this phase of their life. It is a hugely pivotal decision influencing many aspects of both their rational and emotional life, with a general sense that the ‘grass is always greener’. Typically, their ‘family home’, was just that, a house that was big enough to bring up a family, likely close to schools and accessible for work – all of which becomes increasingly irrelevant as they approach retirement.

The majority of the Seniors interviewed, did not want to move out of their house and were quite happy, even though it no longer suited them. They particularly said that they would not want to leave the area and that they felt comfortable there. Those Seniors that had, or were considering, their rationale for moving was:

- Seeking a different life style – getting out of the city

- Finding the cold winters too depressing
- Down-sizing for financial considerations

Those Seniors who had stayed in their family home followed a similar pattern of behaviour over the year, characterized by their life stage within their Senior years:

- When the kids moved out, they tend to renovate some of the key rooms, to get them the way they want them as a couple – the kitchen and / or bathroom
- When they retire, most seek to tidy up the house and make it nicer. This often includes fixing up the garden and maybe the odd spruce up, but it largely stays the same
- Once they start to reach their infirm years, and things become a bit more of a challenge, they tend to be happy to leave things unless they are urgent – like a leaking roof.

Thus the kitchens of Seniors tended to be very different, with those older Seniors having an outdated kitchen and appliances - maybe only an updated microwave, having been given a new one by one of their kids.

The dilemma of moving up north. Many Seniors bemoan the cold weather, which means they find it hard to get out and do things – so end up becoming housebound. They feel this is detrimental to their health and wellbeing, something that is harder to ‘bounce back from’, as Spring comes around. The appeal of heading north is to be able to live an active out-door life, 12 months of the year. They also feel that this environment is more conducive to getting out and doing things, in a more social environment.

WHERE PEOPLE CHOOSE TO LIVE – THE HARDEST DECISION THEY FACE

Default choice is to stay in the family home – “they’ll have to wheel me out of here”

Life style choice – an apartment in the city (+ beach house), or sell up and move to a coastal Caravan Park

More radical moves – independent living in a Retirement Village, or up to the Gold Coast

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The contrast of Seniors who have moved to live up north, is that ‘the grass is not always greener’! Some invest in large houses, with multiple bedrooms, thinking they will have a regular flow of grandchildren wanting to stay for a week or two. But for a number of reasons,

it rarely materializes. Others find that they have let their social circles go and whilst 'many others are in the same boat', so it's possible to meet new people, it's not the same as one's longtime friends.

The choice to move into a retirement village, no matter how it is 'couched' as being something different, remains a vexed one. The main concern is that if you live amongst old people, 'all bemoaning their recent hip replacement', if you didn't feel old and washed up before, then you soon will. From our limited sample, those who were able to move in at an age and with a mindset that meant they were able to have a life outside (holidays, golf, social) seemed to get the best of both worlds – use all of the facilities and have an easier life, without getting bogged down by it. These couples had often come from large homes that were becoming too consuming to look after, and more things going on in their life, that they wanted to devote their energies to.

Note: It appeared from our sample, that Progressive Seniors were more likely to weigh up their options and make a decision to live somewhere else, whereas Traditional Seniors lacked reason or ambition to want to move (See later for segment definitions).

4.6 Seniors feel they're deserving & not averse to spending up big as a result

Seniors generally have a reputation for being a bit tight or thrifty. Clearly there are some for whom money is limited and they do have to compromise in many areas of their life (ABS data suggests about a third are in this situation). But the majority are either well off, or able to pick and choose where they spend a bit more, as they see fit.

Few of the Seniors interviewed were that fussed about buying the latest technology, whether it be a phone, Large screen TV, or computer. Their needs tended to be on the more basic side, so they were not interested in the most advanced / highly featured offerings.

But where Seniors had a particular important need, and they came across an offering that met their personal requirements, they were happy to spend a fair bit more:

- Living for experiences, particularly foreign travel to major destinations, and doing it in a style they had always hoped – thus the couple who had just done a 6 week, \$18K cruise (each) of the south pacific.
- Social status remains important – gaining the respect of one's peer group remains important, so when they all go off camping every year, having the right 4WD and Caravan is hugely important (to him).
- Getting things fixed up, that require significant medical attention. When it is significant, it gets the attention – though this is often through years of Private Health Investment
- Pursuing a passion – whether it be renovating an old car, taking up woodworking or adventurous French Cooking, Seniors are happy to spend up big on cookery courses and acquiring the best pans and utensils
- Spoiling themselves on an ongoing basis, whether it be theatre or through food and dining experiences – nice wine and steak

However, these behaviours are also in contrast to other aspects of weekly food behaviours:

- Many feel that their requirements are less and so should not have to pay full price, either because it is a quiet time for the business (Tuesday morning at the movies) or they want less (portion size for a main meal)
- Many enjoy food shopping and particularly hunting out bargains – for them it is worth the effort, even though it might only equate to a few cents, as it makes them feel good
- They don't like throwing away food, but focus on using up what they have available

RELATIVE VALUE - WHERE SENIORS CHOOSE TO SPEND THEIR DISCRETIONARY \$'s

The same Seniors who state how important it is to have a good diet, are the same ones who specifically shop for specials at the supermarket, and yet newly splash out on the best 4WD & Caravan set up. The latter being meaning far more to them, satisfying their core values – experiences, social status,

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4.7 Seniors greatest aspiration is to travel & have experiences

The vast majority of Seniors did not travel when they were in their 20's, either because they settled down quite early in life and started a family, or back in the 50's / 60's / 70's, foreign travel was not very accessible. During their family years, the opportunity to travel has been limited, or at least to travel in a mode that they would desire. However, they have over the last 30 years seen the world open up to them via their TV screens. So whether it be David Attenborough, Billy Connolly or the Tour de France, they have come to realise that there is a whole world out there to be experienced.

There are a number of factors that drive this desire:

- Travelling abroad symbolizes the compromises they had to make as parents
- After a life of hard work, 'holidays' reflect their desire to reward themselves
- Foreign trips are something that they can both enjoy – though it seems females are more enthusiastic than many males
- Seniors are increasingly living for experiences – these are the things that make up their 'bucket list' (i.e. see the pyramids vs. owning material assets)
- Holidays can be tailored to one's personal tastes almost more than any other category – not only in where you go, but in how you do it

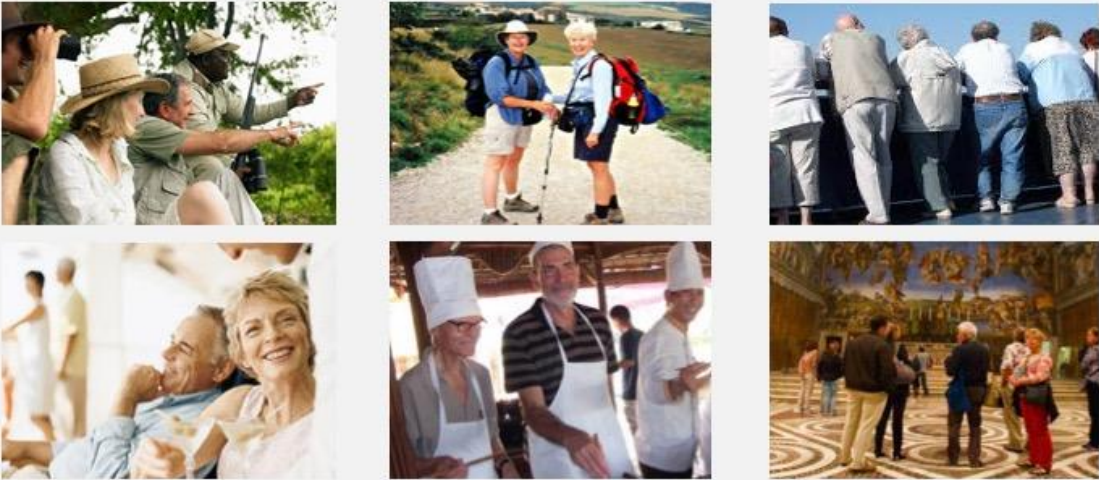
Whilst there is the desire, there is also the nagging feeling that if they don't do it now, they might not be able to do it in future. It is not only the idea of being too old to travel, but the increasing worry of being away from home, if some medical issue were to arise.

Many Seniors also said they curtailed their foreign trips to only 5 or 6 weeks, each time, as they felt some level of responsibility to assist with the grandchildren. Seniors who were quite frugal in some parts of their life, were more than happy to 'go 1st class' when it came to foreign travel experiences.

Many Seniors are happy to spend up big if it is part of their 'bucket list' of things that are important to them, whereas in their day-to-day lives they are more frugal

LIVING FOR TRAVEL EXPERIENCES

For many Seniors, their 'bucket list' knows no bounds – Safari's or Luxury Cruises, in an accessible world
Others seek Independent travel, or pursuing a passion, like learning to cook ethnic food
Others seek the comfort of travelling with others, to notable places



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4.8 Work remains important for Seniors – on many levels

Seniors generally have mixed feeling about stopping work, though this does vary by whom the Senior is, and what type of work they were qualified and able to do.

Some Seniors are happy to turn their back on work, when they get the opportunity to retire. Typically work has been quite arduous or tiresome and they can't face doing any more. In particular, those who had been doing a night shift said they longed for the day when they could live a normal life, doubting they would ever recover from years of disrupted sleep patterns. Others who had done particularly arduous work said their bodies were now 'stuffed' and they had to give it away (though often their partners were still working).

In contrast, other Seniors were seeking to stay employed, though largely on their own terms. Typically work for them had been more fulfilling and whilst they don't want to continue working the same hours, they would like to be able to work three days per week. They are also envisaging enjoying a long and active retirement and can't make the numbers work if they

give up work straight away. Many of the more Active Seniors rationalized that a day working means they are not out & about spending money that day.

Work also plays an important role in many Seniors lives, beyond the financial imperative. Many commented that without work they feel they are no longer 'useful', and hence work provides them with a fulfilling role. They also commented that their day-to-day activities tend to be with people of a similar age to themselves, and that they sought to connect with younger people, to keep themselves energised and feeling younger. With the challenge of finding work, many were happy to:

- Take on voluntary / charity roles - such as helping adults learn to read, at the local library
- Ad-hoc jobs, such as supervising university exams – which are 'one-offs' but pay quite well
- Customer service / Assistance jobs – providing help & directions for people who have just arrived in the country

4.9 Many Seniors are single – this creates many challenges in life

There are far more Seniors who now live alone, than with previous generations. The biggest driver of this change is the advent of divorce – Baby Boomers, as with many things, being the first to embrace this. Thus Seniors can be living alone for a number of reasons:

- Becoming widowed, losing their partner through illness, particularly in their later years
- They might have never married, in which case it is the normal state for them
- Have been a single parent for many years, separating when in the depths of family life – the kids leaving home makes the house very quiet
- Many stay together 'for the sake of the kids', so when they are gone, they go their separate ways

However, this is also the first generation who have actively coupled up in their Senior years, as a result. This creates a whole new dynamic of home life, often leading to a 'fresh start' in a new location.

Being a single creates many challenges in daily life; often things work out as just as expensive, time consuming or challenging, for a single as against a couple. One needs a similar sized place to live, needs most of the same things in that house and food preparation tends to be almost as great.

When Seniors were in their 20's they might have been inclined to 'band together' (a la the TV show 'Friends'), but in their later years they commented that they did not think it was possible:

- They are far more particular about what they wanted
- They are far less accommodating of others foibles
- They want their own space

Thus few would consider any communal living arrangements. However, they did tend to have a well-developed circle of friends, one that they valued highly and were often in the 'same boat as them', being singles themselves. They also tended to have far more 'get up and go', about going out, meeting up with people and generally being social.

LIVING ON THEIR OWN – SINGLE SENIORS (FEMALE EXAMPLE)

Widowed Seniors face many challenges to continue to 'eat properly' on an ongoing basis

Others have chosen to become single when their kids have 'left the nest', choosing a more social path

Whilst others have never been the marrying type, happier with their own company



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4.10 Implications / Conclusions for Food Consumption

Food is able to play an important part in Seniors lives, beyond basic sustenance. Recognition must be given that food can play multiple roles, even for the same Senior, well beyond Health & Wellbeing.

Food's role in Health & Wellbeing is paramount – both to ensure they are able to maintain an independent life, but also to enable them to travel and undertake new experiences.

Food can also fulfil a role to satisfy other key values, whether it be:

Comfort – food is a great source of personal comfort, particularly rekindling childhood favourites

Enjoyment – food is one of the greatest sources of daily pleasure for many Seniors

Social Connection – food is often an important catalyst for people socializing, setting the tone of the occasion and providing a shared interest

Achievement – many people discover cooking in later life, and relish the success it can bring

Experiences – immersing oneself in a foreign food culture is key part of the experience

Each area is relevant to explore, as an opportunity to value-add within the food space, by addressing the needs of seniors. For example, from a Social context perspective:

- One Senior whose neighbor (a single mother) was not always home in time to cook dinner for her teenage daughter, would willingly help out, receiving much welcomed interaction with both generations
- A number of Seniors still caught up for lunch on a weekly basis, with a dwindling number of their old friends, recalling past experiences and creating new one's as if they were still in the prime of their life

- Some Seniors prioritized shared holidays with friends (a number of couples all setting up in the same caravan park) over pursuing their own individual bucket list – meal times being a focal point for social interaction

A Seniors relationship with food and the resultant dynamics are also shaped by their broader life circumstances:

- One's financial status is an important driver – being able to afford the nicer things, changes one relationship and attitudes towards food - those who are better off, are more positive about it
- One's living arrangement is key to how one prepares food – having that modern kitchen that you have designed the way you want it, inspires one to use it more, rather than eat in front of the TV
- The use of technology can play an important role as to the content one is exposed – having an iPad and ready access to online content provides update knowledge of the evolving understanding of health & wellbeing (as demonstrated by the number of Seniors who had caught up with Dr. Moseley, via 'catch-up' TV).

Those Seniors who live alone also have a very different dynamic with food:

- Many will eat out on numerous times per week - 'cheap eats' catching up with friends
- Many bemoan cooking for themselves – inclined to purchase ready meals as a result
- Find food shopping far more frustrating, finding limited choices as a single

Whereas they weren't open to shared living arrangements, some form of shared home meal was something that many practiced, albeit on an informal level – someone enjoyed cooking for others, whilst the others hated cooking, and so brought the wine ...

5 Attitudes to Health & Wellbeing

Introduction

This project particularly focused on Seniors desire for 'Active Ageing'. The idea that a new generation of Seniors' expectation of their 'Golden Years' will be active and full of new experiences. A key support to this ambition and spending power, is that Seniors are able to maintain a level of Health & Wellbeing that enables, or supports them in realizing these desires. It is believed that food can play a critical and pivotal role in this.

Thus It is firstly important to understand what exactly Seniors aspirations are, in terms of Active Ageing – whilst we know that losing their Independence is of huge importance to all, understanding what positive 'Active Ageing' means to them, and how this varies across different segments of Seniors is critical.

Secondly, how do Seniors reconcile the importance of a good diet, as against other approaches, to achieving their desired level of Health & Wellbeing. For example, do they see exercising as being complimentary, or being able to offset a poor diet? Do they believe medical intervention will be able to address or even rectify serious health issues?

The foundation of this research was to look at the broader beliefs and behaviours towards Health & Wellbeing. It particularly explored the role of diet (in its broadest meaning) within this and what form a good diet manifested itself as. A number of contrasting beliefs were uncovered, for example, a minority had a fatalistic approach to their health and wellbeing, making diet irrelevant, believing health in later life is genetically pre-determined, or just luck of the draw. Clearly this broader, contextual understanding, has significant implications in terms of the dimensions on which one can 'value-add' to this audience.

The Key Themes that Emerged

1. Aspirations for personal health & wellbeing – expectations for Active Ageing
2. The importance of a good diet – how significant in the overall scheme of things
3. The importance of exercising – use it or lose it
4. Mental health – the power of positive thinking, purpose and the importance of socializing
5. Contrasting expectations of what 'a good diet' can deliver – from non-negative, to positive
6. What do Seniors believe constitutes a good diet – what should they do
7. How Seniors achieve a good diet – Naturally best vs. Supplements vs. Fortified vs. ...
8. What are the implications – how far does it transcend each and every meal occasion
9. What works for me – Seniors are in touch with the 'cause & effect' of their diet

5.1 Aspirations for Personal Health & Wellbeing – Active Ageing expectations

All Seniors place great importance on staying in good health, all participants in this study believed in the idea that ‘if you don’t have your health, you don’t have anything’. However, this is largely a non-negative expression of health – not being sick.

In exploring Active Ageing, we sought to understand people’s attitudes and motivations towards achieving ‘good health’. However, there is far greater variation in what this actually means – what is their idea as to what ‘good health’ looks and feels like for them? And perhaps even more importantly, what are their desires and expectations for good health into the future – what’s probable and possible?

Contrasting against these alternative expectations of Active Ageing, is a realistic expectation for someone who is 55, is very different from 65, as it is from 75, and then again 85:

- There are those who enter this stage of their life, already in ‘good shape’, having maintained their active life style / exercised and eaten a good diet, over the years. They continue to do many of the things they did when they were 20 years younger – hiking, walking all day, cycling, soccer and swimming.
 - o Their expectations of Active Ageing is being able to continue to enjoy these things, hoping that they can still ‘match someone in their 40’s’, well into their own 70’s, whilst recognizing they will naturally decline as they get older. They largely believe they will stay relatively healthier than others of their age, and the gap will generally widen.
- Conversely, others enter their Senior years believing they can rediscover their former health and fitness, having for a long time prioritized other areas of their life (like family and career). They often set themselves a challenging goal as an incentive – such as climbing Kilimanjaro. Most put a lot of effort into trying, but then become frustrated with their lack of success - a few stick at it and reassess their goals along the way.
 - o Their expectations of Active Ageing is rediscovering their former health and fitness, now that they can give it the attention it deserves. Some resort to plastic surgery in a vain attempt to superficially achieve a similar result.
- The majority of Seniors are accepting of where their health and wellbeing is currently at, and realistic about the improvement / level they can achieve in future. For them it is about taking action to getting and keeping their weight under control, maintaining a reasonable level of functional fitness and mobility and generally waking up feeling ready to take on the day.
 - o Their expectations of Active Ageing is to maintain how they’re feeling and generally delaying the decline in their health and wellbeing, rather than feeling like they are on an inevitable downward slope.
- There are those who suffer from, at some level, a debilitating ailment, whether it is a stiff back that restricts them (having undertaken physical work) or the impact of ‘poor choices’ (i.e. the lung capacity of a smoker or diabetes). For many of these people, their expectations are so dulled over time, that they accept pottering around the home / getting up off of the couch, as their health ambition.
 - o Their expectation of Active Ageing is to lead as full a life as possible, minimizing the discomfort and being able to stay independent. They typically

find levels / make choices that allow them to enjoy these experiences in a way that works for them – i.e. in the context of leisure travel, not venturing far from their caravan and transporting their comfortable home life.

5.2 The importance of a good diet – in the overall scheme of things

There are two levels at which Health & Wellbeing must ‘compete’ for value-adding opportunities:

- Do Seniors see Health & Wellbeing more worthy of discretionary dollars than other areas of their life, such as living for experiences?
- Within the categories that play to the Health & Wellbeing need, are other needs winning out – for example are they more prepared to spend their money on premium offerings that enhance their enjoyment?

Seniors face broad choices in terms of where they spend their discretionary \$'s. For those who live for crossing-off ‘bucket list’ items; from experiencing The Northern Lights thru to seeing The Pyramids, foreign travel is what they save their money for. Whereas other Seniors are content with hiking trips around their home state. Thus, where Seniors strongest motivations lie, shapes the scope to value-add to them.

All Seniors emphasized that being in good health was critical to them. Whilst Seniors are prepared to invest their discretionary dollars in their food choices, it was not generally for the reason of achieving superior health and wellbeing. Where Seniors did spend up big in the food area, it was to satisfy the following needs:

- Eclectic tastes – enjoying more premium foods
- Success - help me to achieve a desired outcome
- Faster / easier – help me get there quicker and easier
- Fulfilment – help me to enjoy cooking (premium knives, pans etc.)
- Authenticity - getting closer to a products origins (i.e. Farmers Market)
- Health – help get desired nutrients into my diet

Whilst there was recognition of the importance of a ‘good diet’, it was not seen as being a financially driven imperative. For most Seniors, their association of eating healthily was limiting the bad things in one’s diet and in being more cautious with what one buys, rather than buying health related food solutions.

In contrast there were examples where many were forking out for luxury cruises, buying a new 4WD and caravan set up, or creating their perfect kitchen set up.

5.3 The Importance of Exercise – use it or lose it

All Seniors recognize the importance of doing some form of exercise – believing that if you don’t exercise, you’ll quickly lose physical capability. Whilst this is not a consideration when younger, there is a broad belief that you must ‘stay active’ once you pass 60 (roughly). Exercise was seen as being critically important in terms of overall Health & Wellbeing. Hardly

anyone felt it was more or less important than a good diet, rather both are important and the desired outcome could not be achieved without both.

Whilst all Seniors agree that it is important to do some form of exercise, the type of exercise that they were undertaking varied markedly. Only some of this difference was age-related capability:

- At its most basic level, everyone agreed that it was important to walk and that was something they tried to do every / most days. They felt that it increased one's heart rate, got the blood pumping and enhanced general fitness. Some Seniors felt this was all one needed to do, or was all that they were capable of doing
- Other Seniors believed that there were exercises that were designed for older people and so were the best option – water aerobics being a particular one. Not only was this easy to accomplish, but added a fun and social element to the exercising (retirement villages often offered this).
- Other Seniors were into more intensive exercise, pushing their heart rate up to its higher levels and / or doing weight bearing exercise, most often as part of a circuit.
- Yoga was also mentioned by a number of Seniors, both for maintaining flexibility and addressing joint issues / arthritis, as well as enhancing an overall sense of wellbeing (amongst those who were most in to it)

This variation reflects two main factors:

- One's belief in the degree to which exercise can actually achieve for Seniors – how much good can it do and how much better can it make you feel
- What are the benefits of different forms of exercise – why would you choose to do one thing over another.

It was the older respondents in the sample, who were getting by far the most guidance and access to appropriate exercising. This was because either the retirement village, or the local council, were significantly invested in delivering a good solution. This was in stark contrast to those in their 60's and 70's who unless they had a particular commitment to exercise, were the least informed and often only committed to exercising as part of a weight loss program.

There were also large variations in expectations of the benefit that exercising can deliver to a Senior.

- Those who saw exercising for Seniors, as being something that should be moderately strenuous, such as daily walking, felt that without exercising one was liable to go into rapid physical decline, in time, suffering a serious impairment and / or losing independence (i.e. a stroke)
- In contrast, those who saw exercising as about pushing oneself and doing a diversity of exercises (such as circuits and yoga), believed that it could maintain one's health and fitness, well into later life – thus minimal decline. They also believed that it greatly enhanced their overall sense of wellbeing – a general feeling that they had a more positive outlook and got more out of life. These Seniors also felt they were giving themselves the best chance / likely to be able to continue to do adventurous, independent travel to foreign lands.

An interesting comment re how exercising advice has changed – when they hurt their back 20 years ago, they were told to rest up, whereas now they are told to keep it moving, pushing through levels of moderate discomfort.

5.4 Active Ageing – the power of positive thinking, purpose and socializing

Beyond Diet and Exercise, all the Seniors we interviewed felt that it was important to keep one's mind active, as the only thing one could do to prevent dementia. Without the mental stimulation of work, everyone tried to do crosswords, or the like, on a daily basis.

Some of the Seniors we interviewed had beliefs about Active Ageing, beyond just Diet, Exercise and Mental Stimulation. To their mind, these were only part of the answer and a 'higher level' of Active Ageing could be achieved through mental, social and spiritual wellbeing.

Note: See Anne Maree (10-28), as a representative persona.

These Seniors believe that this phase of their life is the most enjoyable. On the one hand they do not suffer from the pressures and stresses that they see their kids experiencing:

- Their time and energy is not taken up bringing up demanding kids
- They are not under financial stress, trying to pay off a large mortgage which forces both partners to work
- Their life is not dominated by their work – feeling like they are on-call 24/7 and trying to climb the corporate ladder

These Seniors felt the secret to Active Ageing was to take a glass half-full approach.

They were not concerned that they had limited opportunity to earn any more money, but had rather learnt to live within their means. They had also come to terms with getting old and that they were in the latter stages of their life – in particular feeling that there is no point in 'moping around' and one had to get on and live the rest of your life, in the best way that you can.

In particular, they saw other critical components of Active Ageing as:

- Have a positive mindset, practicing mindfulness by living in the moment, making the most of every day, without worrying about how tomorrow might look
- That mental stimulation should involve pursuing new interests and the importance of making this a social dynamic – exploring, discussing and debating with others
- That it was important to have a purpose in life, whether it be:
 - o Purely personal - such as discovering a passion within, such as for cooking
 - o Achieved through direct relationships - imparting knowledge & values to grandchildren
 - o More broadly championing a cause – many sought to contribute to society

They felt that without work or family being a focal point in their life, they were free to devote themselves to this more holistic approach to Active Ageing.

5.5 Expectations of what ‘a good diet’ can deliver – what’s the point!

All Seniors spoke of how they were far more conscientious about their diet these days (than pre-55). At this younger age, they didn’t believe there was much negative impact to having a poor diet, other than gaining weight, nor any long term implications or repercussions. However, once they ‘hit this age in life’, it all changes!

In particular, they felt that (by implication) one was far more prone to being impacted by a poor diet, as one’s organs / internals systems were in decline, or more susceptible if they were abused. Seniors could relate to this in terms of the amount of time they took to recover from an injury, or from excessive amounts of alcohol, or having over indulged with food. Thus in short, you had to be far more careful with your diet at this age.

Most Seniors primary rationale for needing to have a ‘good diet’, was the counter argument – having a poor diet would lead to significant health problems. Thus it was essential to eliminate the bad things from one’s diet – this being what they meant by a ‘good diet’ (reducing the amount of salt, saturated fats, sugar, processed foods, etc. that were previously consumed).

Some Seniors also believed that a good diet was important for helping them feel better – an overall sense of wellbeing and having more energy and vitality. However, few believed that this could be achieved with diet alone, but needed to be done in combination with exercise. A significant part of this sense of enhanced wellbeing, was the feeling that they were looking after themselves (emotive self-nurturing). So making the effort to eat fresh fruit and vegetables, prepare proper meals etc.

Few believed that a good diet could ‘turn back the clock’ nor more fundamentally rejuvenate oneself – thus few were exploring more radical approaches, like liver cleansing or health retreats.

5.6 What Seniors believe a Good Diet looks like

Few Seniors believed that a recommended diet for a ‘Senior’ was any different than for any other age of adult – essentially their nutritional and wellbeing requirements were no different. The over-riding belief was that they just needed to be more careful, as at their age it was:

- Easier to put on weight
- One’s body was less able to cope / deal with things
- One’s system was in decline and a poor diet would greatly accelerate this

The only area where Seniors felt they had different or greater needs, was in terms of calcium intake, in order to prevent osteoporosis (particularly amongst females)

Without a clear reference point for the ideal Seniors diet, we found a great deal of variation in how Seniors approached constructing their ‘good diet’:

- Most Seniors are concerned with cutting back on the things that are bad for them – less sugar, less saturated fats, less processed foods, less salt and less cholesterol. For them a good diet is about not eating certain foods that are bad for them, or at least eating them less often.
- Other Seniors believe a good diet requires eating more of the right things – the right

amount of fruit & vegetables often comes up (particularly vegies). However, this also extends to whole grains / cereals, fish and dairy. For them a good diet is trying to ensure they get enough of these things on a daily (vegies) or weekly basis (fish)

- Other Seniors (a minority) are more focused on ensuring that they're getting the right nutrients from their food. For them, they are conscious not only of the amount of calories they are consuming, but low GI carbs, fibre, calcium, omega 3 and protein. These Seniors were the more informed / educated. However, their understanding as to what foods provided what nutrition, was not always accurate (for example, many believed vegies were the best source of protein)

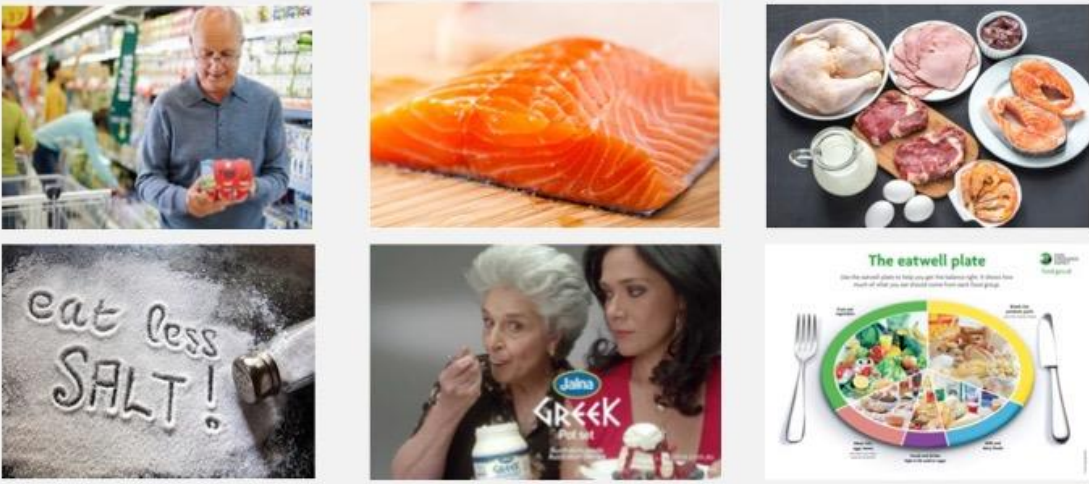
A number of Seniors (about half) were aware of the Australian Dietary guidelines (the segments of a plate), particularly those who engaged with their grandchildren, about a good diet. However, few said it informed their own diet, beyond ensuring they got enough vegies.

WHAT CONSTITUTES A GOOD DIET – CONTRASTING VIEWS

Most Seniors take a simplistic, avoidance approach, being diligent & cutting out the 'nasties'

Others focus on consuming more 'natural elixirs' believing it is the right thing to do

A few have a more sophisticated approach – a focus on protein and balancing key components



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5.7 How Seniors approach achieving a good diet

Seniors felt that over the years, they had received a great deal of contradictory advice about what makes a good diet – what people should, or should not eat. This even extended to them having little faith in the current day advice – believing in 5 years' time the prevailing view would again be different. In particular guidance around eating eggs and the pros and cons of butter vs. margarine, meant they had lost confidence in an authoritative view. Thus most believed that anything and everything was OK in moderation.

Seniors felt there was no recognizable authority on what made a good diet. Some felt their GP's advice could be trusted the most, but was of little help, being mostly what to avoid. Some were interested in more progressive dietary advice (i.e. Dr. Moseley), but the vast majority had largely 'switched off' – particularly the older ones.

Thus whilst all the Seniors that were researched, sought to pursue a healthy diet, there were

some clear differences in their beliefs about the best way to approach it.

1. The most prevalent approach was to have a diet that features wholefoods that are naturally rich in nutrients and that are good for you. When asked about what foods were particularly good in this respect, most mentioned: vegetables, more vegetables, salmon, oats, dairy, ...
2. An alternative approach that a number followed, were through using nutritional supplements as a means to top up key nutritional components. This was most commonly demonstrated by Seniors who were having fish or krill oil capsules, to boost their omega 3 intake. No one believed that taking supplements suffices as the primary source of nutrition, allowing them to otherwise eat whatever they liked.
3. Very few Seniors believed there was much value in eating products that had been fortified in some way. Thus things like breads with added omega 3 were largely seen as being a waste of money – they would rather take the supplement.

HOW ACHIEVE A GOOD DIET – THE MOST EFFECTIVE STRATEGY (NOT MUTUALLY EXCLUSIVE)

The majority of Seniors adopt a 'wholefood diet' – trying to eat 'fresh' and staying clear of processed foods
Others are inclined to address health concerns with specific nutritional supplements
A minority pay for fortified offerings (minimal interest in the Australia, counter to the wholefoods approach)



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5.8 How live with a 'healthy diet' – how far transcend all behaviours?

When Seniors adopt a 'healthy diet', weight loss is often a key objective, but not the sole focus. They are also generally not looking to follow a regimented approach (the model most weight loss diets use - a shake at lunch time & calorie counting for every dinner), but seek to have some variability and flexibility. This is because they are not seeking a quick fix solution – reaching a goal and then reverting to their previous ways. For them, they are seeking a permanent shift to change their ways, most likely for the rest of their life.

A number of different patterns of behavior were witnessed amongst Seniors, often within the same individual:

- Making a permanent 'step change' in a particular behavior, so that a new reality is established. This is mostly clearly and consistently seen in terms of breakfast behaviour. Most Seniors fundamentally reassess what breakfast should look like for them and make a change. They typically drop the processed breakfast cereal and adopt a healthy muesli / oats approach, with natural yoghurt and fruit. Some have taken it a step further and have a whole fruit & veg smoothie, made with a non-dairy base and with the addition of protein powder – particularly the females seeking to lose weight.

Note: Of all meals, breakfast does tend to be the one that all people are most consistent about, having the same thing day after day.

- Changing the balance of meal occasions, to achieve an overall healthier outcome – having different types of meals on different occasions. This approach is true of all adults, no matter their age – Monday night's dinner looks very different to Fridays and then again Sundays. Increasingly we are seeing meal behaviours following this approach, as people become 'flexitarian' on Monday night and abstain from alcohol for a couple of days to give their internal organs a break.

The majority of Seniors have adopted a blended approach to achieving a healthier diet, limiting the bad things in their diet on an ongoing basis, as well as changing the mix of meals they have over the course of a week, to include more healthy occasions.

Thus an important part in the interpretation of this research has been the development of a classification of meal occasions, based upon the underlying core driver – healthy, enjoyment, convenience, value, impressing others, personal satisfaction and adventure / discovery, or a balance across all of these

- Seniors have also modified their behavior within particular meals, the choice of meal having stayed the same, the look and make-up of the meal have changed somewhat. Whilst most claim it has not been a sudden and conscious change, they do acknowledge that what's on their plate looks very different to what was their 10 years ago, as follows:
 - o The most prevalent approach is to reduce portion sizes, with many Seniors saying they were shocked to learn what a portion size looked like – drawing a circle on their palm!
 - o Many people have also shifted the balance within their meal, setting aside a greater proportion of the plate to vegetables (or so they say).
 - o Seniors have also modified how they typically prepare foods, grilling a chop, rather than cooking with oil in a frying pan, or at least using a 'spray'

THE TANGIBLE APPROACH SENIORS USE TO PUT TOGETHER A HEALTHIER MEAL

Reduce portion sizes – the meat portion should be the size of one's palm (hard to find though ...)

Upping the amount of vegies – Seniors believe they should cover half of the plate

Changing ones cooking approach – using Olive Oil spray, or grilling foods, or some new wiz-bang machine



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5.9 Seniors are in-touch with the cause & effect of diet – ‘What works for me’

Seniors seem to be far more in-tune with their overall wellbeing, than other age groups within the population. Many of the people who participated in this study, made the comment as to ‘what worked for them’. Thus, they believe they need to take an autonomous approach to their diet, following the general rules that are right for everyone, but also make their own personal adaptations that make it work for them.

Many Seniors had medical conditions that framed their diets, for example, Gout, Diabetes and Hyper-glycaemia. However, far more of the Seniors we interviewed had ‘personal beliefs’ that whilst they might not be official medical conditions, but rather ‘what worked for them’ (or the reverse – what they couldn’t cope with).

Particular themes that emerged as part this discussion were:

Bread was one area that many Seniors had eliminated from their diet. They felt it had too much overall downside in terms of carbs and left many with a bloated feeling. Almost all had reviewed the type of bread they consumed and opted for a healthier whole meal or grain version.

Dairy was another area that some people had largely eliminated from their diet, though a number of these said they still enjoyed cheese – so they really meant milk!

Red meat was particularly one product that ‘what works for me’ has big implications for. Most Seniors said they loved red meat – it was one of their favourites, but they could not eat it like they used to. Typical comments were:

- “it tends to sit in my stomach for a long time”
- “I feel bloated / uncomfortable”
- “I can no longer eat it in the quantities that I used to enjoy”

5.10 Health & Wellbeing Implications / Opportunities

Whilst our focus was to be on 'meal occasions', there are a number of implications that come out of these conclusions, that in many instances are more profound. Thus it is worthwhile reflecting on these, at this stage.

Seniors expectation of what their Golden Years can and will be like are limited. For many, their over-riding belief is that they should limit their expectation as to what they can achieve – what their health & wellbeing will look like over the coming years. Without a belief and resultant goal to enhance their health & wellbeing, there is little opportunity to sell them a value-adding solution.

- ⇒ Re-set expectations as to what someone can reasonably achieve in their Golden Years – not about being an exception freak, but setting up the idea of a realistic expectation

Seniors believe it is important to have a 'good diet', primarily mending their ways from their previously poor diet, as in one's senior years a poor diet is liable to lead to major health issues.

- ⇒ In a world where things are going backwards, establishing earlier on in life better eating behaviours, so Seniors are not confronted with needing to make changes (i.e. Japan)
- ⇒ Educating people as to what their diet needs to be like in order to achieve this desired state of Active Ageing.
- ⇒ Whilst at a basic level it is about not eating certain things, that are detrimental to one's health, or at least consuming in moderation
- ⇒ What Seniors need to make sure they do include, what is involved in having a better diet, to enhance their health & wellbeing to a desired level of Active Ageing (i.e. higher levels of protein).

There is also an 'outside-in' perspective – what is the required shift in terms of societies expectations of Seniors. What contribution they can make within society, rather than just being ostracized and hence left to seek out their own desirable experiences (bucket list)

- ⇒ Overcome many of the problems of property being held by Seniors and blocking out those coming through
- ⇒ They can still usefully contribute and stay employed, rather than leaving it to fewer to contribute taxes etc.
- ⇒ Not recognized for their power as a group of consumers – spending power, or Brexit implications

6 Defining Seniors Segments

Introduction

Defining segments within the overall Seniors cohort is an important starting point for developing targeted strategies. Whilst all Seniors share a number of defining characteristics, there are other dimensions that distinguish groups of people in important ways.

This project used an ethnographic approach to gain a deeper insight into both the broader aspects of Seniors' personal values and life style, through to their more specific food behaviours. 'Observing' their world, by visiting them in their home, and having them talk about their life and demonstrate their food behaviours over the course of a typical week, whilst referencing the food they have to hand and their approach to cooking, enables a deep understanding of these food behaviours, underlying motivations and drivers, and preferences.

Determining the most appropriate Seniors segmentation is through identifying what distinguishes people's approach to health and wellbeing and resultant food behaviours and choices, along the following dimensions:

- Whilst age is not the 'be all and end all', it is an important dimension in distinguishing attitudes to health & wellbeing and food behaviours. Whilst people are in full time work, the majority of food occasions need to be worked in and around work patterns. Conversely, when people get very old, a whole new raft of challenges, relating to food, come in to the picture.
 - o 55 to 64, notionally still in full time employment
 - o 65 to 80, retired and living an independent life
 - o 80 plus, somewhat restricted / struggling to maintain their independence
- Seniors overall mindset is a very important consideration – if the 'the mind is still willing'. Thus what importantly distinguishes Seniors is their aspirations and beliefs that they can lead an active life, full of new experiences, as against those who are more settled and seek a life of comfort.
 - o Traditional mindset – comfortable with the world they know
 - o Progressive mindset – seek new experiences and embrace new ideas
- Seniors personal circumstances is also important, as food takes on very different dynamics as one goes from cooking for a family, to a couple, as against for just oneself. Not only does this occur at the older end, but in a changing world, more and more Seniors are getting divorced
 - o Living as a couple – most meals are for two people
 - o Living alone – most meals are just for one

Seniors Segmentation:

As a result, the following basis of segmentation is recommended as the most appropriate balance between developing meaningfully distinct groupings, whilst they also remain reasonably sizeable. As such, separating single vs. couples is a further refinement, that has significant implications for certain occasions, but is not defined as part of the Active Ageing segmentation.

1. Traditional Retiree's (65 to 80) – the largest group of Seniors
2. Traditional Pre-Retiree's (55 to 64) – the pre-cursor to the previous group
3. Progressive Retiree's (65 to 80) – the one's actively re-writing the rules
4. Progressive Pre-Retiree's (55 to 64) – the emerging group of Boomers, finally free of their kids
5. The Infirm (80 plus) - for whom their life is primarily shaped by their increasing loss of independence

6.1 Traditional Retiree's (65 to 80) – the largest group of Seniors

This group represents 'our' stereo-typical view of Seniors - how the world currently see's all old people. They are the core of Seniors, representing by far the largest group, but whilst their size will remain relatively static, their share will diminish, as other segments of Seniors grow rapidly around them. They are typically not well educated and more than likely to have come from a blue / grey collar background and be of modest financial means.

Overall approach to Ageing:

This group are fairly comfortable with being labelled as 'Seniors'. They feel they're not incapable in most areas of life, able to survive on their own and live the life they want. They are the group most eager to carry a 'Seniors card', if it means they can get a discount, wherever they go, or whatever they do. Beyond that they don't tend to think too deeply as to whether their needs are different and are being adequately met.

Values:

They have typically had a hard life, so retirement is the opportunity to put their feet up and take a well-earned rest. They are generally contented with 'their lot' in life, with little aspiration to do, or achieve much in their retirement years. They are most distinctively characterized by the concept of 'cocooning' – seeking comfort in the familiarity of their existing surroundings and daily life.

Family – watching their grandchildren grow up, making every effort to be there for them

Contentment - maintaining a comfortable life, keeping everything ticking along

Intransigence - resistant to change, often see as 'set in their ways'

Belonging – socializing with longtime friends, who are in the same boat as them

Life style:

Their life style is characterised by consistency, adopting habitual behaviours that provide them with a reassuring structure to their daily / weekly lives. Their social circles are both long time and strongly established and they have little desire to change. They will typically go

back to the same places for a holiday – often meeting up with the same group, at the same cabins / caravan park, at the same time of year, year after year.

- Walking down to the local shops and buying the daily paper – reading it ‘cover to cover’
- Fixing up the house – always odd jobs to be done around the house
- Dinner at the local RSL / Pub, with a bunch of friends, often with some Pokies afterwards
- Catch up with ‘mates’ once a week – weekly golf or some other activity
- Time for hobbies – doing the gardening, some fishing, men love their shed’s
- Weekly trip to the local shops – supermarket and replacing the odd broken item at home
- Looking after the grandchildren – helping out where they can, once or twice a week

Barriers / Challenges:

Whilst they might not have a great deal of income, most don’t want for much, so they are generally able to live fairly frugally, without feeling like they are missing out. Their general lack of sophistication means they don’t have expensive tastes:

- Most would prefer to stay in their own home – happy with the way it is, not looking to cash it in
- Don’t buy new ‘big ticket’ items, making do with what they’ve got – i.e. hang on to their existing car (typically a Ford or Holden) or TV
- Not into technology, bemoan their grandchildren spending so much time on their mobile phones
- Many would own a caravan & 4-wheel drive – see as a 1-off investment, with many years and with multiple payback (using it regularly)
- Like to go on holiday – a cruise is what they most aspire to do, particularly with friends

Approach to Health & Wellbeing:

Their overall approach to health & wellbeing, is typified by ‘not worrying about something’ unless it is going wrong. Their ideal outcome, is to maintain everything at the current level, though accepting that things will gradually decline. They tend to have limited expectations as to what their life should be like ‘at their age’, so don’t tend to see much upside in trying to improve their health and wellbeing:

- Address issues, as and when they occur – their weight being one of them
- A few aches and pains – particularly those who have undertaken physical jobs, all of their lives
- Success is maintaining their current activity levels – doing things around the house
- Do some exercise – recognize they need to stay active, such as have a walk
- Conscious of not losing mental capabilities – read the paper, crosswords
- Little interest in H&W thinking – take their Doctors advice, with little other influences
- Only know the basics when it comes to dietary health – should try and eat their F & V

- The effort goes in to removing / not doing the bad things – weight loss, less salt in their diet etc.

WHAT'S LIFE LIKE AS A TRADITIONAL RETIREE (65 TO 79)?

Enjoying the simple things in life, in and around their home – having a nice garden, reading the paper
 Not shy about claiming their Seniors discount, as many feel the lasting effects of a hard life
 Make choices about their limited discretionary dollars – 1-off investment in a caravan, or enjoy the pokies

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Food Drivers:

Food is an important part of their life, on many levels. Food provides structure to their lives, eating the vast majority of meals at home, with a consistent pattern of what they have when.

- Thrifty mindset - food is a significant weekly expense, try and shop economically, buying what's on special etc.
- Shop smart – will buy the big tray of mince and divide it themselves into the portions they want
- Simpler tastes – not looking to try new cuisines, largely happy with their established choices
- Becoming more conscientious about healthy choices – started having salmon / tinned tuna
- Seeking to make all meals healthier, largely by having everything in moderation

Food Behaviours:

Food is a daily consideration, something that both get involved in, particularly if they have a vegie garden:

- Shop at the supermarket – a trip out for both of them, often coinciding with receiving the pension
- Traditional dynamics largely exist – she largely decides what they will have & feels 'valued' in preparing meal for him (though this dynamic is changing)

Key meal occasions include:

Healthy meal – more of a wholesome meal, as they achieve variety through changing the ‘center of plate’ – having fish or chicken.


Favourite / treat – one of their most prevalent meals, as they tend to go with what they most like – typically chops, sausages. Will make the effort to ‘tone-down’ the meal, using portion control and adding in more vegetables

Convenience meal – will make up a quantity that does for more than one meal, because they feel it is more economical and ‘she’ is not always committed to cooking every night

Impress / adventurous – especially when the family is coming around, will put on a big spread, to make everyone happy (though normally a tried & tested option, like a roast, or casserole)

TRADITIONAL RETIREES APPROACH TO FOOD

Have the time to go food shopping – don't mind shopping around to get a good deal
Traditional food offerings – Meat & 3 veg, a roast when the extended family comes around
Don't like to be caught short & get the best discount from buying in bulk – hence the second freezer



6.2 Traditional Pre-Retiree's (55 to 64) – the pre-cursor to Traditional Retiree's

These Seniors are typically still going strong, enjoying having some new found freedom, though some struggle with the demands of physical work, as they age. They are looking forward to retirement, feeling like they've given their all, in the work they've done. They remain a sizeable group of Seniors, though their numbers are diminishing, as the balance is shifting within this life stage to being of the more progressive mindset.

Overall approach to Ageing:

These Seniors don't like to be labelled as being old, feeling that they have a new lease of life, having become rid of their kids. For the first time, in a long time, they have some discretionary expenditure, and are thus able to enjoy themselves a little more.

They don't feel that their needs are unique, other than they are a couple, rather than a family. They are unable to define how their needs are different to previous stages of life, conversely they don't feel they are made to feel special or valued in most categories.

Values:

What is most important to these Seniors is the opportunity to start living their own life again:

Family – whilst grandchildren are likely a little way off, seeing their kids make their way in life remains hugely important

Belonging – they place great value in the friendship / 'mateship' they have with those they have known over the years and who are on a similar journey to themselves

Freedom – the responsibility of bringing up kids weighs heavily, once this is gone they are able to make new choices – starting to eat out, or whether one's partner is still the one (divorce)

Contentment – most of these Seniors are seeking to get that item that they have aspired to own, such as the 4-wheel drive and caravan - an investment in their future

Life style:

Their life style is still largely shaped by their working commitments, some embracing their new found freedom, others using it as an opportunity to finally relax:

- Work is still central to their life, in whatever form that takes – i.e. a 9 to 5 job, working on weekends (such as retail), or doing the night shift
- Have the time to take up a hobby, either on the weekend, or in the evenings
- Make the most of their independence, whether it be to start exercising, or catching up with friends through a shared interest
- Watch a lot of TV - all of a sudden, they don't have to compete for the remote control, but can immerse themselves in TV series' & soapie's

Barriers / Challenges:

At this stage of their life, they are largely stress free, as they can start to enjoy themselves and feel active enough to take on a new lease of life:

- Financially they would be enjoying having more money, though increasingly mindful of impending retirement – many would expect to be able to live off the pension
- Leisure takes on a whole new meaning – with big decisions to be made as to the types of trips they can start to take – blow it on a cruise, or set themselves up for caravanning
- Technology is not something most become concerned about, other than they have some spending power, to buy that new TV, or get an iPad
- Home living – most are content to stay in their own home with little aspiration to do anything else, with a view to keeping the extra bedrooms for when the kids come to stay.

Approach to Health & Wellbeing:

The 'Traditional Pre-retirees' are generally accepting of the aches and pains that they're getting, as a normal part of getting a bit older. Many will be confronted with the reality that

they have 'let themselves go' for far too long, as their own health and wellbeing becomes their focus.

- Many will go on some sort of diet, seeing meal replacement drinks as the way to go, to 'punish' themselves
- Their GP will likely be warning them that they need to change their ways, many being overweight and with associated issues, like high blood pressure or onset of diabetes
- Some will start exercising, particularly females who have a 'sit down' job, eager to shed the kilo's and get back into shape
- Those that are more interested in their own health will start to take supplements, like fish oil, to maintain their wellbeing

WHAT'S LIFE LIKE AS A TRADITIONAL PRE-RETIREE (55 TO 64)?

Concern about their own health – particularly a focus on their weight and getting back in shape

Value the connection with friends – casual meals out and caravan holidays

Find new avenues of interest to keep them busy – repairing the car, or researching a 'one-day' cruise



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Food Drivers:

For many 'Traditional Pre-retirees' food can become secondary in their life. Having spent the last 20+ years catering for a growing family, with meals being a focal point for family life, meals can lose some meaning.

- Food remains a significant weekly expenditure, so they try and manage a budget, though are more willing to 'splash out', on the odd occasion
- Recognising that they need to 'change their ways', they will seek to make meals healthier – largely removing the things from their diet that they believe are bad for them, like salt and fats
- Some will discover renewed interest in food, finding pleasure in cooking for a more appreciative audience

Food Behaviours:

However, food remains a great provider of daily comfort – sitting watching TV, with dinner on the lap becomes the norm.

- Shop at the supermarket – along with everyone else, fitting it around their work schedule
- Traditional food preparation dynamics largely exist – though contrasting work patterns can cause some disruption (likely she would 'leave something for him')

Typical weekly meal occasions include:

Healthy / wholesome meal – making an effort to eat more healthily, without going overboard.

The best of all worlds: They still expect to enjoy it, as well as it be easy to prepare and good value for money. They will 'tone-down' the unhealthy parts and try and add more vegetables to chops.

Convenience meal – with the pressure and stress of work, they don't always have the time, nor energy to cook every night. Thus will most often make up a greater quantity (used to cooking for a family) that will provide for the next night (fridge) or another night (freezer)

Favourite / treat – becomes more prevalent as their discretionary spending power is enhanced (not having to provide for kids) and they have more time to spoil themselves. Eating out, at the local pub, or having a simple favourite, such as sausages and relaxing health rules and financial constraints that normally apply.

Impress / adventurous – especially when the family is coming round, will put on a big spread, to make everyone happy

TRADITIONAL PRE-RETIRES APPROACH TO FOOD

The focus is reducing the bad things in their diet, on an ongoing basis – lower salt, low fat yoghurts

Look for shortcuts – save time & achieve big impact for little effort, i.e. using tinned soup for a casserole

Well stocked freezer – like to buy in bulk, in order to make savings, finding their own ways to sub-divide



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6.3 Progressive Retirees (65 to 80) – redefining enjoying retirement

Progressive Retirees come to the realization that there is much they want to experience in life and they have the means to do so – It's now or never. They feel confident enough in their world to push forward with enjoying their 'golden years', hence the term 'spending the kids' inheritance'. However, whilst these Seniors are building lists of all of the things they still want to experience in life, they are starting to realise that the time they might have, could be limited. More specifically, many worry that they might not be able to have these experiences in the independent manner they desire.

Overall approach to Ageing:

These Seniors don't like to be labelled as being old, though they clearly recognize that they are different to others. They recognize that their situation, in most respects, means that they are having more fun and living a more fulfilling life than people at other stages of life. However, they feel the sentiment towards them is largely negative, and in a world where they struggle to feel connected to those that are younger, the last thing they want is a label that would tend to ostracise them.

They do feel their needs are different, largely because they have such high expectations for many of the experiences they are seeking. They are the ones who want to meet the wine-maker when they visit the cellar door, or stay in the ice hotel, when they visit the Northern Lights.

Values:

What is most important:

Family – seeing their kids go on to have families of their own and the emergence of grandchildren, as the number of places around the Christmas dining table grows

Adventurousness – working through one's 'bucket list' - a desire to turn all of one's dreams and aspirations into a reality, most involving travel to some destination, near or far

Security – for all of their adventurousness, many still seek to have these experiences in a safe and secure manner, not wanting to be taken too far out of their comfort zone

Quality-affinity – developing an affinity with and sophistication in areas that are of interest to them, such as in food and wine

Life style:

Retirement brings with it the opportunity to completely, after 40 or so years of work, redefine their day-to-day life:

- Walking to a favourite café for a daily coffee, either as a couple, or to meet up with a few friends
- Filling their days with new hobbies and developing interests, recognizing that those that just 'stop' are liable to be dead in 5 years
- Rather than flying round the supermarket, given enough of a reason, they will happily shop in multiple places
- Whilst not on one of their many trips, they will spend a great deal of time researching their next one – the internet being their window on the world

Barriers / Challenges:

They are acutely aware of those around them, falling by the wayside, unable to live the life they desire. Whilst they may well feel that they have another good 15 or so years, if they are unlucky with their health, it could be much less:

- Rediscovering or at least maintaining their health and fitness – whilst some have high aspirations as to the level they will achieve, most want to continue to enjoy their current life
- Whilst most seek to travel independently, they recognize that certain offerings provide a heightened level of reassurance (i.e. the ships Doctor)
- In wanting to properly experience somewhere new, they don't like to be away for more than 6 weeks, because they feel they are needed at home (i.e. care of grandchildren)
- Financially they have by far the greatest level of spending power in their life – some think nothing of spending \$18K on a 6-week Pacific Island Cruise (each).
- Their living circumstances require weighing up a number of options – in remaining in their current home they don't want it to be a drag on their energies vs. a more desirable (warmer) life style
- Technology provides a window into a changing world: skyping children as they move away, having a 'go anywhere' iPad, or a means to watch the most interesting content online

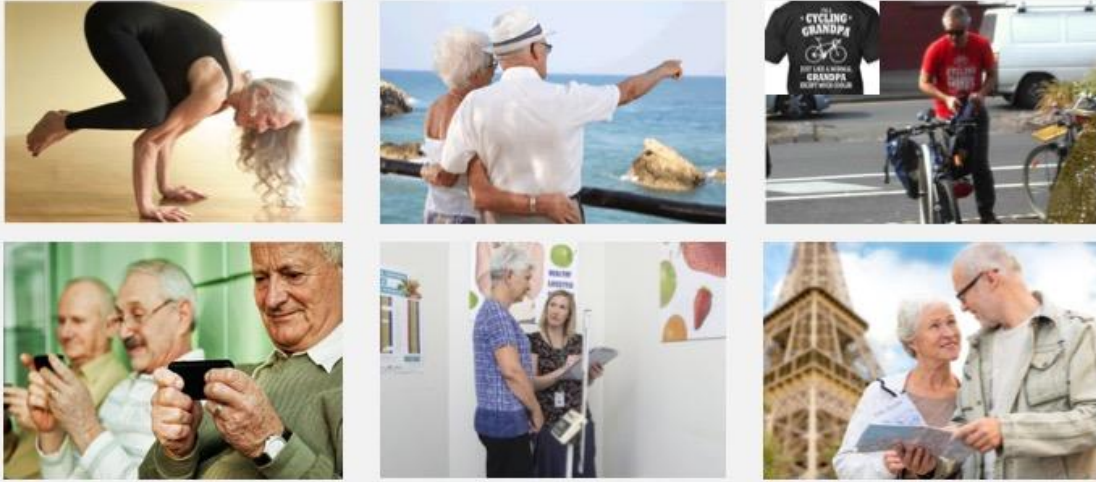
Approach to Health & Wellbeing:

Health & Wellbeing is a big focal point in their lives. More than anything else, it has the potential to act as a serious handbrake on living out their ambitions and desires – from enjoying their food, to travelling abroad.

- Topic of conversation amongst peer group – mostly for better (the latest Michael Mosely H&W expose), though also for worse (serious ailments)
- Look beyond accepted medical opinion (Advice of their GP), to also embrace new philosophies – many have experimented
- An holistic perspective to health, beyond just diet and exercise, to include mental and spiritual wellbeing
- An emerging recognition of the role some foods can play, and different types of exercise, in enhancing one's health and wellbeing

WHAT'S LIFE LIKE AS A PROGRESSIVE RETIREE (65 TO 79)?

Proactive about their health, seeking advice from a diversity of health care professionals & acting upon
Live to undertake 'bucket list' activities – travelling abroad in the style they'd always imagined
Relishing being a Senior – feeling good about their life and accepting their place in the world



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Food Drivers:

Progressive Retirees generally embrace sourcing, preparing and enjoying food with enthusiasm. They are not overly financially restricted and like to feel they are informed in the choices they make:

- Following different dietary regimes, makes certain products more desirable, such as the interest in Tumeric
- Seeking out 'natural elixirs', from olive oil to dark chocolate, products that promise more sophisticated enjoyment, whilst offering health benefits
- However, not all Progressive Retirees embrace cooking as an avenue for achievement and satisfaction, preferring to focus their efforts elsewhere
- They are not so much thrifty, as shrewd, if they see a good deal, they will go for it, though don't like to be manipulated in the way the supermarkets try and sway people through volume pricing discounts
- Some will discover a passion for sourcing their own food, herbs in decorative pots, eggs from chickens out the back, or even a bee hive.

Food Behaviours:

Whilst 3 meals a day remain central to structuring life, Progressive Retirees are far more flexible in terms of their eating habits and the place where they will eat. Day-to-day meal behaviours are far more diverse; some days they will make a particular effort, other days they will focus on convenience.

- Whilst they will continue to do the majority of their food shopping at the supermarket, they will likely embrace a far greater diversity of channels, on a needs basis.

- It is likely that the husband becomes far more involved in the shopping and food preparation,

Healthy / wholesome meal – the core of their meal occasions (notionally Monday thru Wednesday), where they seek to deliver a healthy meal, which is more about cooking satisfaction, than ease and convenience, but does not compromise on taste enjoyment

Convenience meal – whilst cooking has become far more enjoyable – it is not the case every day. Other priorities, or just the general monotony, means they seek more convenient solutions

Favourite / treat – willing to treat themselves, whilst they have cut back on the volume they enjoy, they typically offset it with wanting the very best – the fillet steak

Impress / adventurous – a meal can become a more holistic occasion; sourcing the ingredients, the challenge in preparing the food and the shared enjoyment, are all important factors when impressing or undertaking a more adventurous meal

PROGRESSIVE RETIREES - APPROACH TO FOOD

Diverse shopping behaviours – i.e. seek out authentic & premium ingredients to suit the 'special' occasions
 Make new food choices – a wholesome breakfast and explore 'how to use' new health food offerings
 Healthier approach to cooking, steaming vegetables & using own herbs, garlic and even have chickens

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6.4 Progressive Pre-retirees (55 to 64) – the emerging force of Baby Boomers

This group is driving the strong underlying growth of Seniors within Western Societies. Whilst at one end, Seniors are living longer, it is the post-war population boom that is driving the greatest absolute level of growth. This group have re-written the rules at every stage of life, most notably being the first 'teenagers'. Thus they are set to re-write the rules for the latter period of one's life.

Values:

They are still highly involved in their work, part of a world where one is no longer able to relax, comfortable in the knowledge of having a job for life.

- Enjoying life – conscious of living a full life and not missing out, particularly those who got married in their 20's, this becomes a time of opportunity
- Financial freedom – set themselves up for a long and full life (many own investment properties)
- Personal development – learning new things / interests (bucket list), that bring purpose in life
- Gratification – making big ticket purchases, that Mercedes they have always dreamt about, or the new kitchen / renovation

Life style:

Their life is still largely structured around work – thus opportunities are limited for 'time-out', such as taking a 2-week holiday. With this commitment to work and combined with the feeling that they 'deserve it' means that they are willing to spend up big to get the most out of life:

- Going out to dinner, trying new restaurants, or theatre etc.
- Weekends away – mini breaks provide an important escape
- Discovering new hobbies and interests – taking up cooking a particular food culture or finally stocking up the wine cellar
- Getting back into fitness – buying the latest Tour de France style bike or taking up Pilates

Barriers / Challenges:

For the most part, this group is one of the happiest of any in society. They are not yet overly concerned with ageing, other than a few aches and pains, but they are established and have little financial concerns:

- Realise the fragility of life – the odd friend / acquaintance has a serious medical issue
- Few people can be assured of having 'a job for life', so are always looking over their shoulder
- Technologies rapid advancement and the importance of staying up-to-date in a changing world
- Realisation of how long they might be retired – how long the money will last
- Ageing – some struggle with getting older and resort to plastic surgery
- They are mindful of the life style they seek in their retirement and their desired longevity – a factor in many wanting to work, in some capacity, past 65

Approach to Health & Wellbeing:

Have high aspirations to lead a full and active life, for which their health and wellbeing is an important requirement.

- Making every effort to get the basics right – weight management
- Educate themselves around new thinking – taking up weight training / high intensity exercising
- 'Naturally healthy' resonates strongly – i.e. Dark chocolate
- Mental wellbeing – take a more holistic approach to health
- Use a personal trainer to help them get back into exercise, having neglected things for so long

WHAT'S LIFE LIKE AS A PROGRESSIVE PRE-RETIREE (55 TO 64)?

Revitalised - the freedom of getting beyond family life, embrace feeling young again

Conscientious about own health & wellbeing, taking up exercise and re-thinking ones diet

Develop new passions – weekends away where can visit wineries and talk to the wine maker



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Food Drivers:

No longer catering for their kids, means that they have re-evaluated their food choices, making far more conscientious choices:

- Embrace healthier options – big eaters of salmon and other naturally healthy options
- Enjoy the finer things in life – have a liking for certain foods (i.e. nice cheeses) and wine
- Embrace other food cultures – different Asian food cultures, as well as Mediterranean food all hold particular interest
- Source of shared pleasure – many have the time to appreciate food
- Diverse behaviours – main shop at supermarket, but other channels for more special occasions

Food Behaviours:

With the 'hole' left by the departure of their kids, foods and in particular dinner, can provide a source of common interest, passion and enjoyment. However, they are also mindful, that they need to change their ways and become more conscientious about their diets.

- Shopping becomes 'horses for courses' – most likely do their main shop at the supermarket, but also other places that provide a desirable experience (i.e. farmers market on the weekend)
- Many will share the cooking duties, as increasingly the male partner takes an interest in cooking

Over the course of a week, typical meal occasions include:

Healthy / wholesome meal – as they embrace healthier choices, they seek to emulate the restaurant experiences they have, for themselves – creating healthy and tasty meals, without excessive effort

Convenience meal – seek value adding solutions that provide maximum reward with minimum effort, from the simple pre-mixed salad leaves to more premium offerings

Favourite / treat – feeling that they deserve to enjoy themselves, many will have a favourite restaurant that they return to, or take-away. They are also likely to source and cook some 'beautiful steak' on their new Webber bbq

Impress / adventurous – many couples set aside one night a week, typically Saturday, often preceded by a shared trip to local markets, or premium butchers etc.

PROGRESSIVE PRE-RETIRES APPROACH TO FOOD

Food takes on special meaning – a shared adventure, shopping for authentic ingredients and preparing Everything set up, just the way they want it – 'flash' kitchen, new stainless steel fridge, specialist pots, ... At the forefront of understanding new health ideas and trialing new recipes – with all the herbs & spices



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6.5 The Infirm (80+) – struggling to hold on to their independence

These Seniors are defined by the reality of their health starting to fail them. One, or both of them will likely be struck down with some type of health issue, that requires them to re-assess their life style. This group is currently dominated by Seniors with a Traditional mindset, though increasingly the balance will shift towards those with more Progressive views.

Overall approach to Ageing:

These Seniors recognize that they are old, and having seen a number of their friends and acquaintances pass away, feel they have done well to get to this age.

They recognize that there are services available to cater for their needs – not that they want to accept that they are heading that way. However, when shopping at the supermarket, they don't feel that there are product offerings that cater to their needs.

Values:

As their ability to engage in an ever more hectic world, what is most important to them changes:

Family – photographs adorn the shelves and walls, as seeing future generations flourish, provides significant meaning to their existence

Independence – often with the death of their partner and the support of one or two of their children (who have their own family to take their attention), they seek to maintain an independent life

Comfort – their contentment is about not being burdened or troubled by their increasingly ailing physical or mental state

Prudence – even though their days are numbered, they don't like any aspect of their life to get out of control / become a source of worry

Life style:

Their life is largely contained within the four walls of their own home, or the place they call home:

- Pottering around the house – there are always things to sort out, tidy up and keep organised
- Doing the shopping – many older seniors value being able to fend for themselves, and a trip to the local shop is an important part of maintaining their independence
- Undertaking council run exercising – many spoke of group exercise classes that were tailored to the needs of their generation, and how much they enjoyed and benefitted from them
- Social interaction – meeting up with friends once or twice a week, over some sort of leisure activity, such as cards, or bowls
- Engaging with neighbours – many who had lived in the same street kept in contact with their neighbours, when doing the gardening and helping each other out

Barriers / Challenges:

At this stage:

- Financially - they have long since learnt to live within their means, with little desire to buy anything new. Whilst many struggle with utility bills, unexpected outlays cause great concern – i.e. a leaking roof
- Leisure is focused on simple pleasures, the challenge is that they have often lost their ability to drive somewhere, or hearing difficulties make socializing challenging
- Comfortable in their own home – many Infirm Seniors cling on to wishing to stay in their own home, as it is such a symbol for their independence (it being a much easier transition to undertake when still active as a Senior)
- Technology is something they are happy to largely by-pass, unless it fundamentally detracts from the things they enjoy – like needing to buy a new TV

Approach to Health & Wellbeing:

Infirm Seniors are still making a big effort to look after themselves, despite feeling that they have done well. Someone who is in their mid-80's, will likely still feel they have another good 10 years in them and want to make the most of this time.

- Taking their GP prescribed medication
- Staying motivated to eat properly – in the face of many challenges, not least of which, is eating for one, they recognize the importance of a good diet
- Everything / anything in moderation – disbelieving of most advice, as it contradicts what they have heard previously – “who knows what to believe”
- Inevitability of genetics – many point to how their mother / father lived until a particular age, as being a likely reference point for themselves
- Calcium and fish oil are seen as being key supplements, everything else, is a question of eating in moderation

WHAT'S LIFE LIKE AS AN INFIRM SENIOR (80+)?

Not as much fun! - starting to lose their independence, happy to stay put in their own home.

Struggle with a changing world – loss of a partner, out of touch with technology

Learning to cope on one's own – supported by community services & seeking outside contact



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Food Drivers:

For many Infirm Seniors, it is their Traditional mindset that continues to shape their food choices:

- Thrifty, motivated to get a good deal when shopping for food - not disadvantaged when buying small quantities, hence why often prefer to shop at the Deli section
- Familiar favourites – have long time preferences that they keep going back to

- Simple ingredients – buy seasonal ingredients, particularly ones that will keep for a while, i.e. carrots, cabbage etc.
- Making do – many were brought up in times of hardship, such as during WWII, thus are used to making do with mere staple ingredients (& not complaining)

Food Behaviours:

Food is the cornerstone of their daily life, having 3 meals a day and a source of great comfort – sitting watching TV.

- Shopping is a welcome opportunity to get out and do something meaningful, thus for some, a trip to the shops is a welcome daily task – either at the nearest supermarket, or the local shops
- Food preparation starts to become challenging as many every tasks become harder and harder, particularly opening tins or sealed packaging (i.e. yoghurt tubs)

Over the course of a week, they will likely have most of the following:

Healthy / wholesome meal – making a wholesome meal is a priority, but something they struggle with. Seeking to use up what vegies and other things they have available and make something relatively easily that is also tasty

Convenience meal – often can't be bothered to cook, particularly for those who are alone, so will make do with a small tin of something (i.e. baked beans), or a ready meal provided by their son / daughter

Favourite / treat – an important part of their life, one of their greatest pleasures is being able to enjoy their favourites, especially things that bring back happy memories

Impress / adventurous – happens rarely, only making an effort when the family is coming over – make something that the grandchildren enjoy

INFIRM SENIORS – APPROACH TO FOOD

Daily trips to the supermarket / local shops provides the opportunity to get out of the house
 Frustrated by daily struggle with the most basic of things – look for smaller versions that work for them
 Value a comfortable life – nice warming meal enjoyed in front of the TV

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7 Seniors' Meal Occasions – Behavioural Focus

Introduction:

The focal point for understanding and ultimately influencing consumer behavior is meal occasions, and to some degree snacking. What is important to someone on one occasion, may well be completely irrelevant on another occasion; as someone who is vegetarian on a Monday night, might then seek out premium, natural beef later in the week.

So whilst it is an important starting point to understand their food desires, perceptions and the factors that shape their choices, it is actual meal occasions that are the basis for behavior.

The basis for this research is understanding their repertoire of food occasions, as not all meal occasions are created equally. At different times, people have different expectations as to what they are looking for from a meal. It is also fair to say, that very few people have the same expectations from one day to another, whether their needs change from day to day, or whether they just seek some level of variety in their food choices. Essential for understanding meal occasions are the following:

- A definition of discrete meal occasions
- what underlying personal needs are at play, on this occasion?
- what they are seeking to achieve at this time – what does a successful outcome look like (across multiple dimensions)?
- what do they typically have at this time – more importantly, does it deliver to their expectations / work for them?
- The broader contextual factors – where / when do they source the necessary ingredients and what food preparation is required?

Note: This can be anything from preparing a meal from the raw ingredients, having takeaway delivered to one's home, heating up a ready meal from the freezer, or going out to a restaurant.

Based upon this understanding, a number of discrete meal occasions can be interpreted. The challenge is twofold:

- Ensuring they have a meaningful focal point, in order to make them distinct opportunities.
- Not ending up with too long a list, as they become marginal from a volume opportunity.

In order to then identify the opportunity to add value to this meal occasion requires further dimensions to be understood:

- how satisfied are they, with the result they're currently getting – across multiple dimensions?
- how great is the shortfall and how important / valuable is this to them?

The form of the potential solution will need to capture, not just what someone would like to have on this occasion, but what characteristics the solution would need to have (i.e. fresh), what level of preparation is required, the characteristics of the channel that they would prefer to source it from and the level to which it has added value to their needs and wants.

As part of this research, it was not possible to observe all of these meals over the course of a week, nor to get these respondents to keep a photo diary, but the research relied upon them recounting their recent meal experiences and their intentions for the next few days, based upon what they had available to them.

This enables us to identify actual consumer behavior via these distinct occasions and understand their underlying motivations and requirements at this time.

This depth of understanding into occasions forms the basis for new solutions (product, channel & packaging) to be developed that better delivers to consumers' needs, or the design of new supply chains or business models to create new value.

A persons' overall repertoire of meal occasions is shaped by two major factors:

1. Their overall preferences and desires towards food. What is important to them, what trade-offs they are prepared to make and how they see the world. For example:
 - Some Seniors place a great deal of importance on eating healthily
 - Many value their enjoyment of food – one of life's great pleasures
 - They might find food preparation a chore
 - They might be financially restricted and find the weekly cost of food challenging
2. Their life style, what they like to do on a day-to-day basis, both in terms of what they do – whether having an active day out-and-about, or just pottering around at home. Coupled with this, many people can't break the habit of having some structure to their week. For example:
 - The physical and mental demands they are under – a hard day's work
 - What rituals and habits do they continue – i.e. a Sunday roast
 - What patterns have they adopted – start the week off by being healthy
 - The implications of being out most of the day
 - Their cooking skills and mindset – Do they enjoy it? Do they find it easy?

Within these meal occasions, segment differences exist, that add another layer to the picture. So simplistically, whilst people are trying to meet the same underlying needs, i.e. to treat themselves, beyond personal preferences, different segments are inclined to seek to meet this need in different ways (as will be explained and brought to life through examples ...).

Meal Occasions of Seniors - Overview:

1. Healthy / Wholesome meal – on this occasion, people's focus is on eating healthily, making a conscious effort to have something that they believe is good for them. The 'health rules' they live by come to the fore at this time.
2. Treat / Favourite meal – people have well established favourites that they like to come

back to. This meal typifies enjoyment – it can be something as simple as fish and chips from a take-away, or having a full roast meal

3. Convenience / Chore – this is the occasion when people are either too busy to devote the time to preparing a meal, or they can't be bothered, or in the greater scheme of things, it just made sense to cook up a larger quantity than could be consumed in a single meal and hence finishing up left-overs
4. Adventurous / Impressing others – this meal occasion is typically when the focus is on pleasing other people and so the amount of effort that goes into the occasion is greatest. As such, it is also the time when people are most inclined to 'push the boundaries' and try cooking something new.

7.1 Healthy / Wholesome Meal

Having a Healthy / Wholesome meal is the main meal occasion for many Seniors. These meals are the ones that are uppermost in Seniors' mind when they do the weekly food shop. They are the benchmark, or standard meal that forms the cornerstone of their diet. Many Seniors say they have this type of meal, on multiple occasions over the course of a week, particularly during the first half of the week – Monday through Thursday.

From a dietary perspective, this is the meal when they are trying to do the best for themselves. The core underlying drivers of this meal, are:

- To maintain an Independent life – not struck down with a debilitating illness, able to stay healthy into their old age
- To get the most out of life / living for new Experiences – feeling alive and full of energy, thus able to get the most out of life everyday

MEAL OCCASION – HEALTHY / WHOLESOME

Use fresh ingredients – Vegies & Salad items, the more 'rainbow of colours' the better

Fish, chicken, pork, beef etc. provide the focal point – carefully chosen, all are good, some are better

Don't mind making a little extra effort, the greatest struggle is putting together complete meals



7.1.1 Healthy / Wholesome Meal - Progressive Seniors

Progressive Seniors are particularly active at re-evaluating their dietary choices when they move into this phase of their life. Thus this occasion is when they most want to feel empowered, taking control of their own health & wellbeing, through their diet. It was also apparent that this segment was also far more conscientious about their exercising, and embracing new ideas in this area (HIT, Yoga).

It is on this meal occasion that they make one of the greatest changes in their overall food behaviour, both increasing the frequency with which they have this meal each week, and re-thinking what constitutes a healthy / wholesome meal.

Shopping for this meal occasion is core to the weekly / main food shop. Typically, Progressive Seniors buy a range of healthy foods, that they pantry stock and cook from, rather than purchasing the ingredients for a number of specific meals. Most describe their 'shopping list' as:

- We generally try to have each of the following on one night of the week – salmon, chicken, vegetarian, beef or lamb, ...
- We buy a range of vegetables, whatever looks good and is in season, though favourites include broccoli, spinach, kale and beans
- This list changes in summer, as salad items become more prominent

Preparation is to some degree seasonally dependent. In summer, it is all about the chopping board and preparing colourful salads with grilled meats. Other seasons tend to be a variation on this, chopping vegetables and steaming them, or having them as part of a stir fry.

Progressive Seniors seek to achieve the following, when preparing this meal ...

In contrast, how do things go – their satisfaction with the outcome and what was involved ...

Dimension	What seeking to achieve	Satisfaction - how do they go
Healthy	'Healthy' is their desire, (as against just being 'Wholesome') as they are seeking to include a number of key ingredients that have positive health benefits, such as Salmon and Kale.	Generally happy that they can utilize most of the key ingredients they seek to include.
Enjoyment	Won't compromise - willing to invest the time & \$'s to ensuring healthy meals are also enjoyable. Embrace foreign food cultures, such as Mediterranean and Japanese.	Whilst generally contented, they feel many are merely a collection of different things around the plate, rather than incorporating into an overall dish.
Convenience	Not a priority, as willing to put in the effort, but where short cuts make sense, then happy to incorporate them - i.e. pre-mixed salads, ...	Occasionally get frustrated that they don't have the time – more involved to make it healthy
Value	Not a priority - willing to spend a little more to get a fresher alternative, that	Sometimes get frustrated that they are not able to use up what they

	they believe is better and tastier	have available as part of preparing a healthy meal - wasteful
Accomplishment	Seek a sense of fulfillment in 'doing the right thing' by themselves. Preparing fresh vegetables / salads, with brightly coloured and appetizing creations being the desired outcome.	Whilst cook books and online content generally set a high standard, most believe that fresh offerings look appetizing and appealing
Sophisticated Tastes	Important for some, as they seek to incorporate superfoods and the like, into their ongoing diet – i.e. Quinoa	Many struggle in this area, as they don't always have the 'other ingredients' required and aren't used to preparing

7.1.2 Healthy / Wholesome Meal - Traditional Seniors & The Infirm

Traditional Seniors are also mindful that they need to mend their ways, as they cannot carry on along their existing path. Their primary motivation is that they are concerned about their own mortality and recognize they need to take some action:

- It is normally 'she' who takes action and makes the changes
- Often the focus is needing to lose some weight, to head off major health issues
- Advice from their GP's also tends to hit home

It is this meal occasion that they find hardest to achieve, as it goes against their life long tendencies. It is more of a struggle and so they have to make more of a conscious effort to have a healthy meal.

They tend to view this meal in terms of what they don't do, rather than do, do. For example:

- Not as big portion size as they would like
- Prepare it a different way – maybe grill rather than frying
- Less of what they like and more of what they're less enthusiastic about – such as vegetables

Traditional Seniors & The Infirm, seek to achieve the following, when preparing this meal ...

In contrast, how do things go – their satisfaction with the outcome and what was involved ...

Dimension	What seeking to achieve	Satisfaction - how do they go
Healthy	Lean towards wholesome food, as against overly healthy (i.e. any Vegies will do). Some will have a particular health focus in mind	Unsure as to what is really healthy, and even then, not confident with how to include it in day-to-day meals
Enjoyment	Not a focus – typically this occasion is used to offset other occasions when they impose less strict rules (i.e. having desert afterwards)	Having tempered their expectations, they are largely content to endure what is before them
Convenience	Seek to make it relatively easy and straightforward to prepare – don't want to mess about and just get on with it	Frustrated by too much preparation and too many components – putting oven chips on a tray is far

		easier
Value	Not a key driver, but still important. Like to be able to use up what vegies they have available and things from the garden	Many believe eating healthy is significantly more expensive and being resourceful with stuff from the garden is complicated by all 'coming with a rush'
Accomplishment	Knowing that they are making an effort and doing themselves good is important. Many enjoy cooking soup in the winter – use up what's available and not expensive	Frustration comes if unable to use up what food have available. Particularly Infirm Seniors frustrated by being unable to prepare food

7.2 Treat / Favourite Meal

All Seniors have a treat / favourite meal(s) – something they enjoy maybe once or twice per week. Seniors interpretation of 'favourite' is often seasonally dependent (i.e. roast in the winter, steak in the summer), plus they also admit to having more than one preference, often numerous alternatives they would consider to be a favourite, depending on how one is feeling.

On this occasion the focus is on shared enjoyment (for couples) – typified by making a bit more of an effort - whether that be sitting at the dining table and having some nice wine, or just not having the TV on. This occasion is when Seniors most 'splash out' – being the rationale for going out for dinner, or buying the better option at the butchers / supermarket.

This occasion also extends to 'Impressing Others', which although incredibly important, is a rarity. The key drivers on this occasion is largely an accentuation of Treat / Favourite meal, though with a more outer directed focus.

What was once the exception, or only an occasional occurrence, has become a far more consistent part of many people's lives. People no longer see treating themselves as just being for significant events (birthdays & anniversaries) but has become a weekly, or more often, occurrence. For many people, this is the hero occasion for food – these are the meals that people remember a long after the event. The core underlying drivers are:

- Personal Enjoyment – many Seniors want to make the most of the 'now', given their age, not knowing what tomorrow will bring
- Social Connection – food is recognized as being the greatest catalyst for social connection. Whilst this happens less as 'dinner party', it is more prevalent through groups of couples dining at restaurants, or casual entertaining - al fresco style
- Rich Experiences – authentic food experiences are often quoted as being a key component of foreign travel. An experience that can be had through 'authentic' restaurants, that are closer to home, or going the extra mile oneself (i.e. buying the Tagine)
- Achievement – for many Seniors, food preparation takes on new and more personal meaning, now that compromising around demanding kids, no longer dominates food choices

MEAL OCCASION – TREAT / FAVOURITE

The meat component becomes the focal point – steak, lamb, salmon.... Have a favourite of each type
One Seniors grilled salmon, is another Seniors fish & chips – it comes down to personal preferences
Happy to splash out a bit more and acquire more premium, authentic ingredients



Thus, Seniors often spend a little (or a lot) more on this occasion – given the breadth of important values that food plays to.

This occasion has a great deal of diversity across segments of Seniors:

- Discretionary expenditure is a key determinant of behaviour (one Seniors' fish and chips is another's night out at an expensive restaurant).
- Free time is also important, those who are still in full time employment are limited in their opportunity to devote themselves to food preparation during the week, though get fulfillment from making the effort at the weekend.

7.2.1 Treat / Favourite Meal - The Seniors Cohort

Progressive Seniors typically have this meal occasion more frequently than others, for a number of reasons:

- They have more discretionary income, meaning they have greater scope to afford / justify food, for more than just sustenance (fulfill the above values)
- Their level of education and general desire to learn more about the world around them, means that food is an area of interest – they watch SBS!
- Their desire to travel exposes them to new food cultures and in an environment that they are able to enjoy it.

The inherent nature of a Treat occasion is what people deem to be their favourites, which is down to personal tastes, so are often different. However, there are some consistent themes that came through:

- Whilst they might have discovered more eclectic tastes, they still like the same as others, such as steak, or roast lamb
- More premium versions of other foods, such as seafood (oysters, prawns, bugs) or duck

- Overall food cultures, rather than specific meals – Thai food, Japanese food, curries etc.
- Extra courses that made the meal more special – a selection of cheeses, cured meats
- A food culture, as against a particular meal – so Curries, or Thai food, were often quoted as being favourites
- Seasonal preferences – hearty stews in winter or salads in summer

Wine was also consistently highlighted as being a part of this meal occasion – particularly making the effort to have nicer bottles of wine. Their justification is that life is too short to not enjoy yourself, and they are typically tempering their indulgence, not going ‘over the top. Many also feel that they have become more refined in their tastes and are able to appreciate the finer things in life these days.

Progressive Seniors are generally very satisfied with what food delivers, only rarely do their food choices disappoint as a Treat / being their Favourite. Shopping is often undertaken at the supermarket, with recognition that they now do a better job of satisfying their needs – i.e. more premium meats. However, also inclined to make a special trip, to a favourite place – butcher, fish monger etc.

Food preparation varies according to the type of meal. However, many Progressive Seniors have invested in buying ‘the best’ when it comes to purchasing cooking appliances and pots etc. – this is a chance to use them. Whether it be a cast-iron pot, or the new Webber BBQ. The nature of the occasion often means that ‘both he and her’ are involved in preparation, even if only lending moral support, with a glass of wine in hand.

Progressive Seniors, seek to achieve the following, when preparing a Treat / Favourite meal ...

In contrast, how do things currently go – their satisfaction with the outcome and what was involved ...

Dimension	What seeking to achieve	Satisfaction - how do they go
Enjoyment	Absolute focus – food enjoyment is one of life’s great pleasures. Only varies by how Seniors are feeling at any particular time	Generally highly satisfied with their choices – able to afford and discern the best
Sophisticated Tastes	Whilst they are sometimes contented with simple favourites, they often seek out the more special and sophisticated	In sourcing more premium and authentic ingredients, not always confident in the outcome – restaurants generally deliver
Health	Progressive seniors are naturally drawn to food cultures that deliver health benefits, particularly more fresh & wholesome foods	An area where they somewhat lack confidence in their choices, whether they can indulge and stay healthy
Value	Generally happy to ‘splash out’ a little – buying better quality ingredients – largely a battle for discretionary \$’s	Many believe eating healthy is significantly more expensive and stuff from the garden tends to come in a rush
Convenience	Maximum reward for minimum effort is	Convenience solutions are gaining

	valued (restaurant / take-away offering), or anything else that delivers a premium outcome	traction – particularly where they deliver a reliable outcome (i.e. Real stock)
Cooking Enjoyment	Generally more involved cooking – making an effort to prepare something a little more special than usual	Typically tried and tested, so normally works out pretty well, plus an appreciative partner

7.2.2 Treat / Favourite Meal – Traditional Seniors

Overall, Traditional Seniors don't place as much value on food compared to Progressive Seniors – particularly in the context of treat / favourite:

- Their expectations of food enjoyment are not as great – they relate more to the 'comforting' nature of food, than 'enjoyment'
- Many seem to have other entertainment priorities – food is often seen as secondary, whether it be drinking, the pokies or watching TV

Traditional Seniors interest with a Treat / Favourite meal, is somewhat different to Progressive Seniors. Whereas through their adult years, treating themselves was largely a carefree occasion, only constrained by the opportunity of family commitments and financial pressures, this changes in later life. The whole idea of treating themselves, carries with it a halo of abstinence and cutting back on the things they like, that makes it hard for them to enjoy the things they call treats, or at least to have the occasion as frequently as they would like.

The resultant effect on their frequency and the nature of their Treat meal occasion is as follows:

- Cutting back in terms of how frequently they indulge themselves
- Trying to reduce the damage, often through portion control, or a newly adapted cooking approach – with mixed levels of success (new-fangled air chips machines)
- Or ignoring 'the little voice in their head' and justifying that it none of it really matters - they know plenty of healthy people who have done the right thing and still died young!

Traditional Seniors idea of what makes a Treat / Favourite is different to Progressive Seniors, reflecting their different level of involvement and excitement in food. They haven't typically embraced new food cultures over the years, to a point where, for many of them Chinese food is about as exciting as it gets.

Thus when it comes to their choice of Treat / Favourite food there is generally less excitement about what it offers:

- Their choice of favourite is well set and unlikely to change radically
- They generally have simple and popular tastes – what one would find at a pub

Thus popular Treat / Favourite Meals are whether

- Steak, though might well be Porter house these days, as not having to feed the kids

- Parmigiana or Fish & chips is a good value favourite when they go out – not easy to do yourself and most places don't stuff it up
- For some Chinese food, whether eat in the restaurant, or take away, is a treat

Traditional Seniors mostly shop at their local supermarket, adding in what they require to their overall shop – a predominantly value focused occurrence. In terms of food preparation, whilst it largely occurs on the stove top, it depends on the nature of the meal, though more traditional cooking approaches are the norm – frying pan, slow cooker etc.

Traditional Seniors, seek to achieve the following, when preparing a Treat / Favourite meal ...

In contrast, how do things currently go – their satisfaction with the outcome and what was involved ...

Dimension	What seeking to achieve	Satisfaction - how do they go
Enjoyment	Food remains a great pleasure, something they have always enjoyed, and continue to enjoy. Often have desert.	Unencumbered by health considerations – largely delivers to expectations.
Health	In the broader scheme of meal occasions, they tend to take a debits and credits approach – so at this time, a healthy choice is not a priority	A level of frustration that feel should be making more of an effort to eat better
Value	Always a consideration – try to buy economically in order to make the overall shop good value	Somewhat frustrated by being unable to purchase in the quantity they desire and at the value they would like
Convenience	Would prefer that it was quick to prepare and a consistent outcome was assured.	Few short cuts when doing a roast. Don't always have the same thing, as he fires up the bbq for his steak
Cooking Enjoyment	Make more of an effort – get out the deep fat fryer. Important both in terms of personal fulfillment & the satisfaction of pleasing one's partner	Following a tried and tested formula, means that it rarely does not work out

7.2.3 Treat / Favourite Meal – Infirm Seniors

Those Seniors who have become largely Infirm (around 80, or 85), their life, whether by choice, or design, changes substantially. They are no longer able to easily get out of the house, socialize with friends or generally fill their lives with rich experiences. Many are impaired in some way, whether in their physical capabilities or their mental aptitude. As such, food takes on an important role in their life:

- It provides structure to their day, preparing 3 meals
- It provides purpose – gets them out of the house, sourcing the ingredients they need

Still the majority of Infirm Seniors would rather manage on their own, than go into a retirement village, despite all life style rhetoric – though much of this is financially motivated. However, even those that do, still see as cooking for themselves as being highly desirable part of being set up in their own bungalow.

The Treat / Favourite meal occasion, whilst being the least frequent occasion, remains an important part of offsetting their two core occasions – Healthy / Wholesome and the Convenience / Chore occasions:

- Food enjoyment is one of their last great pleasures – giving them something to look forward to and relish
- Being able to host their grandchildren, and delight them, remains important to them

Infirm Seniors choice of a Treat / Favourite meal is not fundamentally different to a Traditional Senior, though as more Progressive Seniors move through to their later years, an increasing number will still maintain this mindset. However, there are a number of challenges that they face, in these later years:

- Many are restricted by what they can eat – unable to effectively chew or swallow
- Many say they struggle to enjoy the things they used to, as it “does not sit well”
- An unfortunate reality of this age group, is that many are widowed, and where as cooking nice meals for 2 was hard enough, it is way harder when there is only 1 of you

Infirm Seniors choice of meal on this occasion is often reminiscent of what they enjoyed as a memorable part of their childhood:

- Sausages are a favourite – with mash
- Cottage pie, or something similar
- Many still love a roast – some have found ways to do it for themselves

Most Seniors will shop at their local supermarket, often favouring the deli, as they are able to deliver the quantities they desire, without penalizing them with value (As happens in pre-packaged meats). They may well also shop many times a week, topping up a limited range of food that they have available.

Cooking is largely done on the stove top, as it is by far the easiest way to cook food – no bending down and can easily keep an eye on how it is going.

Infirm Seniors, seek to achieve the following, when preparing a Treat / Favourite meal ...

In contrast, how do things currently go – their satisfaction with the outcome and what was involved ...

Dimension	What seeking to achieve	Satisfaction - how do they go
Enjoyment	Food remains an enduring pleasure – whilst they seek to maintain some restraint, this is one of the rare times they can enjoy themselves	Enjoyment is markedly compromised by what they can manage to consume
Health	Remain conscientious about what they eat – seeking food that is wholesome and	Significant concern that much of the food that is easier for them to eat is

	natural	'processed'
Value	Whilst always a consideration, most are prepared to splash out a little	For those that do struggle, it does become challenging
Convenience	Preparation is important, as often unable to prepare their favourite meals and often more challenging to cook for one	Making compromises around choice is an ongoing issue
Cooking Enjoyment	Take great pleasure in being able to cook their favourite meals for themselves	Whilst can be frustrating, most have tempered their expectations by what they know they can now do

7.3 Convenience / Chore Meal

Few Seniors can genuinely say that they don't have time to prepare a meal, after all, how did they cope when they had kids. Let alone those who are now retired. However, Seniors can say the following:

- Having cooked for a family, all of their adult life, they are somewhat over cooking
- They don't enjoy cooking for just the two of them, as much as when they were a family
- Now that they don't have to cook, they realise they don't want to

Whatever the reason, few Seniors want to go to the trouble of cooking every night – many saying they would rather put more efforts in on certain nights, but only if they can have a few nights off. Thus all Seniors have one or more meal occasions a week, where they find cooking to be a chore and so seek some form of Convenience based solution.

The Convenience / Chore Meal is inherently fulfilling a 'non-negative' need. At this time, Seniors would rather not have to cook, rather than seeking a sense of achievement or rich experiences. In essence, they would rather be putting their time and energy into something else – whether it was renovating an old car, playing golf or catching up with the latest episode of a popular TV series. The values that resonate are:

- Leading a comfortable life – many Seniors value being able to 'put their feet up' and take it easy, at this stage of their life
- Independent life – being able to manage on one's own, particularly when cooking a meal starts to become a chore
- Enjoyment – in so much that food preparation can dominate so much of day-to-day life, that being able to not make it a focus, allows one to get on to other things.

However, whilst there are a number of Convenience Solutions currently in the market, few resonate with them:

- They don't like the idea of processed, frozen meals, believing they don't meet their minimum criteria of being healthy & wholesome
- They don't like the taste, because they are both bland (many say they would "rather eat the box") and generally the flavours / styles don't work for them
- Without any strong preference towards any offerings, they are only liable to purchase when on heavy discount.

MEAL OCCASION - CONVENIENCE / CHORE

No matter how much Seniors enjoy cooking, few do so, cooking every night of the week
Inclined to make more than enough for one meal – happy to have 'left overs' over the next few days
Increasingly resorting to ready meals, whilst most find supermarket versions too processed, looking elsewhere



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The greatest challenges with targeting value-adding solutions to address the underlying needs of this occasion, is that Seniors have different drivers across the segments:

- Age grouping dictates whether Seniors – if they are still working have the time, or at the older end, find preparing a meal everyday too trying
- Seniors mindset (Progressive vs. Traditional) dictates what Seniors value from a convenience offering

7.3.1 Convenience / Chore Meal - Progressive Pre-Retirees (55 to 64)

This segment exhibits the most diverse meal behaviour:

- On the weekend, they are likely to make a big effort to do some Adventurous cooking – going on an expedition to source the ingredients and making a big deal out of preparation
- In contrast, during the week, they have much less time and energy to devote towards cooking meals for themselves

Progressive Seniors under 65, thus are typically still working a long day, rushing home via the supermarket, in order fix up dinner for the night. Their life style is very similar to White Collar families – it is only the lack of pressure to feed hungry kids that changes they dynamic of the mid-week meal occasion.

Meals that are cooked on this occasion, include:

- Stir fry's enable the use of fresh ingredients, and quick cooking & clearing up, for those who know what they are doing and are good at chopping. It also allows for contemporary and sophisticated tastes through using authentic / premium

sauces.

- Pasta is also a favourite, with fresh / premium offerings working well – being quick & easy to cook and relatively fool proof
- During the summer months, using pre-mixed, bagged salad leaves provides a great base for developing an appealing salad

Shopping would not normally require a special effort, but whatever works for them at the time. They would not typically look for take-away options at this time. However, they would probably browse the premium ready meal offerings at a premium food store, from time to time.

Progressive Pre-retiree Seniors, seek to achieve the following, when preparing a Convenience / Chore meal ...

In contrast, how do things currently go – their satisfaction with the outcome and what was involved ...

Dimension	What seeking to achieve	Satisfaction - how do they go
Convenient	Quick to prepare is a key driver – many want to be able to sit down within 15 minutes of arriving home	Frustrated by existing offerings – deficient in many areas, designed for a younger, less discerning audience
Enjoyment	Still have high expectations that food should be enjoyable – not willing to compromise for convenience	Whilst ready meals are scorned, they are big purchasers of semi-prepared components – i.e. mixed salads
Health	All regular meals should make a positive contribution towards their health & wellbeing	See processed foods as being seriously compromised in their health delivery
Value	Not a key driver, but still important. Like to be able to use up what vegies they have available and things from the garden	Portion size is the main issue for them – prefer to buy from the deli to satisfy exacting requirements
Sophisticated Tastes	Still like to satisfy their desire to experience different food cultures and more premium offerings	When source take-away (Japanese, Thai etc.)

7.3.2 Convenience / Chore meal - Traditional Seniors (65 to 79)

Traditional Retiree's tend to shun the ready meals (i.e. Lean Cuisine), having the time and inclination to do things properly. They tend to structure their days around 3 home prepared meals. This provides welcome structure and fulfillment on a daily basis.

However, a couple of nights a week, they can't be bothered cooking to the same degree:

- Even people who enjoy cooking, or find that it provides a sense of meaning (i.e. providing for their husband), don't want to cook everyday
- There is an over-riding feeling that preparing a larger quantity, saves money, using up a large tray of mince-meat in a Bolognese (for example)

- Many Traditional Seniors take some reassurance from having plenty of food in the freezer, in case of some sort of disaster, or unforeseen circumstances (such as a lengthy power cut!!)

Typically, they will:

- Prepare a meal from scratch from raw ingredients (Casserole), though sometimes use a base to get them started – i.e. add to a tin of soup
- Purchase convenience foods – i.e. Frozen Pizza, though generally trying to cut back on these sorts of things

Traditional Retirees meal behaviours are generally fairly consistent from day-to-day – they don't mind eating the same meal over a number of nights. However, this is largely because they hold less excitement / expectation of what dinner holds (even though it is often the highlight of the day).

Shopping for food for this occasion, is part of the regular supermarket shop, Seniors purchasing the key ingredients with a clear idea of the meal they will be preparing – one they have likely done many times before. Traditional Seniors will often cook up a significantly greater quantity than they require, in order to provide for another day, such as a casserole or soup. Some will be stored in the fridge for a day or two later, whilst the rest will be frozen, for another day.

This behaviour also extends to buying key ingredients, such as vegetables. Traditional Seniors are inclined to buy a larger quantity, on the basis that it is more economical (such as a whole cauliflower) and then be confronted with needing to eat it all up, before it goes off.

Traditional Retiree Seniors, seek to achieve the following, when preparing a Convenience / Chore meal

In contrast, how do things currently go – their satisfaction with the outcome and what was involved ...

Dimension	What seeking to achieve	Satisfaction - how do they go
Convenient	Take the chore out of preparing meals – able to find short cuts or pull things together quite quickly and painlessly	Few have found satisfactory solutions that they value - meal preparation remains laborious on these occasions
Health	The Value is a key expectation – working to a budget & being able to use up left-overs and what they get from their own garden	Often frustrated that they can't make it work together and can't face using the same ingredients in the same old way
Health	Whilst not a priority, they don't want to undo all of their good work at this time – generally seek a wholesome offering (i.e. Stew)	They see processed foods as being compromised in their health delivery
Enjoyment	There is only moderate levels of expectations of enjoyment – often their attention will be on the TV at this time	Happy to compromise their enjoyment for convenience
Sophisticated	Still like to satisfy their desire to experience	When source take-away (Japanese,

Tastes	different food cultures and more premium offerings	Thai etc.)
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7.3.3 Convenience / Chore meal – Infirm Seniors (80 Plus)

Continuing to prepare one’s own meals remains an important task that Older Seniors gain satisfaction from, as they seek to maintain their independence. Yet for many Infirm Seniors, particularly those who are widowed, they struggle to continue to eat a good diet on an ongoing basis. One of the greatest challenges is that many lose interest in food – the greatest challenge is perhaps getting them to eat whatever food it provided to them.

The Infirm group is not a singular definition, but contains a diversity of independence / capability:

- At one extreme are older seniors who whilst still very capable, have lost the motivation to look after themselves, in terms of cooking a ‘proper meal’ every night
- At the other extreme are older seniors who are bordering on moving into ‘care’, for whom even simple things can be a real challenge, thus they depend on MoW and other support services, to enable them to stay in their own homes

Focusing on the ‘middle ground’ of this group – older seniors who have some difficulties, but haven’t lost their independence (they can still get to the shops).

Many of the younger Seniors we interviewed about their own food behaviours, also had one or more ageing parents, who they were assisting (cooking up extra food and dropping it off). In contrast, the 80 plus Seniors interviewed as part of this project, were still largely managing for themselves.

In particular, they worried that their ageing parents were ‘not eating properly’:

- Being alone they could not always be bothered
- Little alternative - did not find existing supermarket frozen offerings appealing or good value

The concern amongst the adult children of these Older Seniors, is that they are resorting to cheap and easy options that provide a level of basic comfort, but fail to deliver adequate nutritional benefits. Whilst this fulfils the immediate need, there is growing recognition, particularly amongst these better informed adult children, that they are not eating properly.

Infirm Seniors (or their offspring), seek to achieve the following, when preparing a Convenience / Chore meal ...

In contrast, how do things currently go – their satisfaction with the outcome and what was involved ...

Dimension	What seeking to achieve	Satisfaction - how do they go
Convenient	Easy to prepare is the rational – a single serve portion that is ready to go into the micro wave or some other simple approach	Existing options ‘work’ but are seen as second rate / fall back options – sit in the back of the freezer

Enjoyment	Food is a source of great comfort for many Infirm Seniors – important to keep them motivated about food	They bemoan the food choices they have – ‘processed foods’ are seen as being highly compromised a ‘home cooked’ offering is sought – anything else does not satisfy
Health	Wholesome goodness is sought – try to ensure the Infirm Senior does not go into rapid decline	Easy options deliver poor & inappropriate nutrition – i.e. 2 Minute Noodles
Value	Major consideration for the Inform senior themselves, less so where the off-spring is providing the solution	Existing commercial offerings (i.e. Lean Cuisine) are thought to be excessive, with little value-added

7.4 Adventurous / Impressing Others Meal

Being somewhat adventurous with one’s cooking exploits, or making the effort to impress others, is by far the least frequent occasion, but has significant influence in Seniors overall repertoire of meal occasions. New behaviours typically enter Seniors repertoire via this Meal Occasion – without this, Seniors are really resigned to ongoing eating of the same repertoire of meals.

For all intents & purposes, adventurous cooking and impressing other are largely driven by the same underlying needs and thus can be represented as being a single occasion, through the resultant focus is obviously different – Adventurous cooking is done for one’s own gratification, whilst Impressing Others is obviously different. But for both meal occasions, people have to ‘set themselves’ realizing the energy and commitment to make it work.

In both instances, the frequency of this occasion, or whether it happens at all, depends upon the following:

Firstly, whether they enjoy cooking new things:

- Some love the challenge of trying something new, paying large amounts of money to do a cookery course and a great deal of time and effort to pursue this interest
- Other Seniors have largely lost the desire to cook new things and would rather fallback on ‘old favorites’ that they are comfortable cooking and produce a reliable outcome

Secondly, some Seniors have reached a point in life where they don’t want to have to make a special effort for others:

- Some enjoy welcoming new people into their home, or going the extra step to impress their existing family and friends
- Others are no longer actively social and tend to fall back on ‘old favourites’ to share with friends and family

These meal occasions are potentially highly value-adding, as they tap into some key Values that are important motivators for Seniors:

- Achievement – being able to master something new, particularly a new culinary cuisine, brings great personal satisfaction

- Rich Experiences – there are few greater thrills than trying new food cultures and experimenting with tastes
- Social Connection – making a special effort for others is the catalyst for special times with friends

MEAL OCCASION – IMPRESS / ADVENTURE

Many Seniors are committed to trying new recipes – a sense of achievement and shared success
 Often exploring new food cultures – not only the book, but cooking pots and extra spices
 Some make more of an effort, particularly if they are aiming to impress their social group



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This occasion has great deal of diversity across segments of Seniors:

- Traditional Seniors are 'just not that in' to exploring new food cultures, generally being satisfied with their current choices
- Progressive Seniors are far more excited by the prospect, finding it de-stressing, fulfilling and highly desirable, to undertake some adventurous cooking.

7.4.1 Adventurous / Impressing Others Meal - Progressive Seniors

Adventurous cooking and Impressing others was once the domain of Women's Weekly Cook Books and Saturday night Dinner Parties – something not to be attempted too frequently. Now with inspiration provided by the growing number of cooking shows & chefs as personalities, it has become for some, a weekly occurrence. The advent of 'al fresco' and casual sophistication has also helped break down the barriers, as it can as likely take place around an outdoor setting, having been cooked on a bbq.

Seniors who participate in this occasion, talk about the benefits it brings to their overall repertoire of meals:

- These meal occasions require one to stock up with a range of spices, pastes, herbs and other unique and flavorsome ingredients – generally once you have them, they are there to be used for future occasions
- This same analogy extends to purchasing key cooking utensils – such as a tagine
- Of greatest importance, is that once you have done a style of cooking once or

twice, you are far more capable in future: its somewhat quicker, certainly less stressful and you can be a bit more flexible and adapt what you do, which makes it far more enjoyable

Progressive Seniors seek to achieve the following, when preparing an Adventurous / Impressing others meal ...

In contrast, how do things currently go – their satisfaction with the outcome and what was involved ...

Dimension	What seeking to achieve	Satisfaction - how do they go
Adventure	Trying to cook something new & different is a huge challenge for Seniors, emulating what they've seen on the TV, or had at a restaurant	One of the highlights of their 'weekly' life, is preparing and undertaking a major cooking project
Sophisticated Tastes	The desire to embrace new & interesting ingredients & more real / authentic versions of foods – i.e. free range chicken or duck	Enjoy sourcing from Farmers markets, the explosion of varieties and direct sourcing of premium ingredients
Health	Increasingly Seniors are looking to find new ways to cook healthily & are drawn to food cultures that have positive health associations. This is also impressive from a social stand point.	For many this is a major challenge, to be able to source fresh ingredients and cook it in a way that makes the most of its healthiness
Cooking Enjoyment	Seeking personal challenge and achievement, to master a new culinary culture	Many are finding great satisfaction – 'proof of the pudding is in the eating'
Impress Others	The meal is the focal point for the occasion, as others appreciate the special effort that someone has gone to	Food has become shared interest, no longer a separate conversation

7.5 Snacking Occasions / Between Meals

All Seniors tend to have a large bag of cashew nuts in the kitchen cupboard – though not all go through them very quickly.

Whilst Seniors are not big Snackers they do consume them on a regular basis. Unlike most adults for whom Snacking is primarily an on-the-go occasion, for Seniors, Snacking is something they do from home.

Typically they have grown up as a generation, with snacking not being a big part of their lives. Thus whilst they see far more snacks out there in the world, they are tempted to snack extensively. If anything, most Seniors seem to be more inclined to 'save themselves' for one good meal a day and are not inclined to graze through the day, eating numerous smaller amounts. Thus most see snacks as being 'innocent pleasures', rather than fulfilling any significant functional role.

Most Seniors do not snack as much as other adults because:

- Their diminished appetites, means they are better able to survive between meals
- They are able to exert greater amounts of control than others
- They only really see them as fulfilling a treat like role

Seniors would appear to have far narrower repertoires than most adults, only turning to a few types of snacks:

- Most enjoy some sort of nuts, with cashews being a favourite, and almonds the healthiest option
- Many enjoy the odd biscuit, especially with a relaxing tea or coffee
- Some Seniors indulge in more confectionary type snacks, or chips
- A few Seniors are into more overtly healthy options – protein balls, flavoured nuts, or trail / seed mixes

Progressive Seniors seek to achieve the following, when having a snack ...

In contrast, their satisfaction with snacks is as follows ...

Dimension	What seeking to achieve	Satisfaction - how do they go
Enjoyment	First & foremost snacks are about enjoyment, rather than 'needing' to have a snack – they just crave something	Most Snacks deliver – Seniors are generally pretty happy with their enjoyment of snacks
Convenient	Whilst not generally consumed for an on-the-go role, Seniors find that grabbing a small handful as the way to go	Given the predominantly home consumption, there is generally no problem in grabbing a few
Health	Seniors are not looking for overtly positive health credentials. However, they want to ensure they are not adding any excessive calories to their diet	They generally feel that their choice of snack is not doing them any great harm and can exert self control through portion control
Value	Most Seniors purchase snacks in large bags – willing to have large quantities on-hand	Purchasing large 'generic' bags works well for most Seniors

<p>Sophisticated Tastes</p>	<p>For a minority of Seniors they are able to explore – either through other types of nuts, or more developed compounds</p>	<p>Snacks largely under-deliver in this area, most Seniors are un-inspired by the snacks they have chosen</p>
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WHILST SENIORS AREN'T BIG SNACKERS, THEY DO HAVE PARTICULAR SNACKING BEHAVIOURS

The vast majority have a 'value-sized' bag of nuts in the kitchen storage cupboard (next to cereal)
 Some have more indulgent snacks to hand – trying to control the temptation through portion size
 A few are developing a more positive relationship – realising it can be important to their diet and nutrition



8 Meal Occasions – Opportunities & Implications

Introduction:

In order to identify the opportunity to add value to a particular meal occasion requires a deeper understanding of the dynamics within:

- how satisfied are the target Seniors with the result they're currently getting – across multiple dimensions of performance (i.e. from taste enjoyment to convenience)?
- how great is the shortfall and how important / valuable is this to them – thus what is the scope to value-add?

The form of the potential solution will need to capture, not just what someone would like to have on this occasion, but what characteristics the solution would need to have (i.e. fresh), what level of preparation is required, the characteristics of the channel they would prefer to source it from and the level to which it has adds value to their needs and wants.

8.1 Opportunity – Healthy / Wholesome Meal

8.1.1 Progressive Seniors

How to enable Progressive Seniors, who gain fulfillment from putting in the effort, to prepare interesting and diverse Healthy & Wholesome meals that enhance their wellbeing and satisfy their desire for enjoyment.

- Provide inspiration and guidance on how to create complete meals, rather than merely combining meal components (i.e. Fish & 3 Veg)
- Provide taste and variety, so that they can achieve more with less – utilize key ingredients to create more diverse dishes
- Encourage them to embrace alternative 'healthy food cultures' – develop their culinary skills and build up the required key ingredients and tools to make it straightforward

8.1.2 Traditional Seniors & The Infirm

The opportunity for Traditional and Infirm Seniors, in terms of a Healthy & Wholesome meal is to enhance expectations of health & wellbeing. Thus the role a good diet can play in helping them get more out of life, without having to compromise enjoyment:

- Build expectations for life as a Senior – enhancing wellbeing, to lead a full life
- Demonstrate the role a healthy & enjoyable diet can play in enhancing wellbeing – worth the effort
- Do so within the constraints that Traditional Seniors have with food – particularly around value

8.2 Treat / Favourite Meal

8.2.1 Progressive Seniors

The opportunity for Progressive Seniors, for a Treat / Favourite meal occasion, is largely a battle for their weekly discretionary dollars – Note: different to saving up for their next holiday.

How to keep Progressive Seniors inspired and excited by keep food enjoyment as a priority, developing their culinary skills, satisfying their cosmopolitan tastes, leading to the creation of new and the re-visiting of old favourites:

- Keep existing favourites front of mind, through new restaurant offerings, overlays of new food cultures and new realisations about health and wellbeing
- Maintain momentum - food remains interesting and exciting, with new offerings coming to the fore, and reinvention of existing favourites – largely spoilt for choice
- Ensure it remains accessible, with premium authentic ingredients being readily accessible through mainstream and specialist channels

Progressives Seniors 55 to 64, were most inclined to have a Treat / Favourite meal occasion most often and be far more likely to go out to a restaurant at this time. Thus not only do they typically have more discretionary expenditure, because they still have an income, but because they can't always be bothered to put in the required effort for every occasion (i.e. cook in one night, eat out the other night).

Progressive Seniors 65 to 79 were more likely to cook this Treat / Favourite meal for themselves. They would also go out for dinner, but less frequently – though possibly they are happy to spend more when they do (i.e. eating at a restaurant winery as part of a weekend away).

8.2.2 Traditional Seniors

How to enable Traditional Seniors to continue to enjoy their favourite foods, by reducing the barriers to consumption and making their choices more accessible:

- Able to find options they enjoy as their tastes change
- Provide some level of health reassurance, to increase their frequency
- Enable them to quickly & reliably replicate their favourite 'pub' meals
- Ensure they are still able to resourceful with what they have available & work within their budget

Younger Traditional Seniors – those who are still working full time, are more likely to have a more relaxed attitude concerning their diet – feeling they are more deserving of treating themselves, particularly towards the end of the working week. Their greatest concern is that many are trying to get back in to shape, doing a bit of exercise and watching their weight, which works against indulging themselves too often.

In contrast, Older Traditional's tend to become more conscientious and wary of what they are eating and are more conscious about needing to take it easy.

8.2.3 Infirm Seniors

How to enable Infirm Seniors to continue to enjoy their food, giving them pleasure in life, even though they are less able to 'push the boat out' and are starting to lose interest / enjoyment in their food:

- Favourite foods that are more easily consumable – richness, chewing etc.
- Provide the guidance on the required wholesome and balanced meal they seek
- Not only able to buy the smaller volumes they seek, but at the same value (where butchers do well)
- Able to find options they enjoy as their tastes and eating capabilities change

8.3 Convenience / Chore Meal

Few Seniors can genuinely say that they enjoy cooking every day. Yet existing offerings fall well short, due to their 'processed associations'

8.3.1 Progressive Seniors (55 to 64)

How to enable Progressive Pre-Retirees, who enjoy a busy working week, to prepare quick & easy meals that enhance their wellbeing, so they can get the most out of life

- Incorporate fresh, colourful vegies & salad items to create a healthy meal
- Allow for their cosmopolitan tastes – inspiration from different food cultures
- Ensure it is consistent and reliable – don't want to have to stress about the outcome

Progressive Retiree's also have similar expectations at this time – saving themselves for 'making an effort' on other nights of the week. Whilst they are not restricted by a working day, many maintain a full life, not structured around meals at home (golf, day trips etc.).

8.3.2 Traditional Seniors (65 to 79)

Note: Those who seemed to be most satisfied on this occasions did the following: They were big fans of their slow cooker (note: interview took place in winter), plus they were very organized, putting the meal on in the morning, for later that day.

How to enable Traditional Seniors, who are over having to cook every night, to be able to quickly and easily pull together a meal that ticks all of the boxes, turning out OK, each time:

- Reasonably wholesome – not reliant upon using a host of processed foods
- Tasty and enjoyable – delivers to their idea of a traditional favourite
- Facilitates their resourceful ways – allows them to adapt the meal to suit what they are seeking to use up

This also encompasses Progressive Retiree's, though their health expectations and taste enjoyment heighten their expectation, whilst they are less constrained by being 'spend-thrift'.

8.3.3 Infirm Seniors

How to enable the offspring of Infirm Seniors (on those weeks when they are unable to provide their own home cooked meals) to provide them with a desirable alternative that will be enjoyed and delivers wholesome nutrition:

- Easily prepared & consumed – whilst not having the impression of being ‘overly processed’
- Delivers to traditional taste expectations – enjoy traditional favourite meals
- Enable Infirm Seniors to feel involved / resourceful in providing for themselves - allowing some non-essential level of modification / enhancement

Note: This offering should also aim to be chosen by the more conscientious Infirm Seniors, whom recognize their own struggles and the benefits of getting a ‘proper meal’, and can thus justify the premium

8.4 Adventurous / Impressing Others Meal

8.4.1 Progressive Seniors

How to Inspire Progressive Seniors to develop their culinary skills and explore new avenues of interesting food cultures, to broaden their repertoire of healthy and fulfilling food experiences

- Pushing their boundaries in their cooking exploits to discover new cooking cultures and new ways of cooking existing or new favourites (i.e. goat tagine)
- Enable them to further embrace healthy eating as not just desirable, but fashionable – embracing food cultures for their inherent health credentials
- Whilst they enjoy the challenge, they seek reassurance in achieving the desired outcome, so they don't lose heart

Note: This occasion is only really relevant to Progressive Seniors and not Traditional Seniors who don't tend to embrace adventurous cooking, being satisfied with the repertoire of meals they have already learnt over the course of their life. It is also the case the younger Progressive Seniors (Pre-retiree's, aged 55 -64) who more enthusiastically embrace discovering new food cultures, as it is a relatively modern cultural phenomenon.

8.5 Snacking

How to enable Seniors to see snacks in a new light – not something to be feared, but able to play a positive role in their diets, enhancing wellbeing and addressing essential nutritional gaps:

- The majority of Seniors are deficient in their protein consumption, generally preferring to consume more vegies and to eat ‘comforting’ carbs
- Nuts can provide important additions to one's diet, delivering important plants based, good oils, that are essential for heart health
- The advantage of ‘on-the-go’ snacks – being able to take some functional (one person took a small zip lock bag of nuts for a 4-hour round of golf)

Active Ageing Personas

Noel - Traditional Retiree





Noel – Traditional Retiree: Male, Married, Aged 69, Retired

Personal Circumstances

Work – Retired Print Manager, though lost his job – last 10 years worked in Bar Manager at a Pokies

Home – Lived in the same house for the last 38 years, worth a lot of money now

Family - Kids are all grown 31, 33, 36 – last one only moved out 3 years ago up

Personality – Lacking! Somewhat quiet / a follower, conservative and uninspiring

Personal Values – what is most important to you?

Family-orientedness – connecting with the kids remains important

Contentment – an easy & relaxed life, surrounded by everything they need

Belonging – socialising with long-time friends is the highlight of their week

Intransigent – bemoan how the world is changed (his profession, neighbours)

Health – recognize the importance of not losing one's health

Economy – don't want financial stress in their life

Life style – what is day to day life like?

Easy life – walks down and buys the daily paper & reads it with a coffee

Keeping the house maintained – cleaning the pool and fixing the garden up.

Playing golf once or twice a week – still plays with the same group of friends that he joined with 15 years ago

Routine stuff that fills their days – doing the shopping, cooking meals

Family catch up – kids still come round for dinner every couple of weeks

Goals & motivations – what drives you?

Stay living in their own home – why their health is important

Have a Comfortable life – live within their means, though not overly ambitious

Planning the next trip – look forward to their trips away with friends – camping & cheaper cruises

Living it up – still a bit of a lad, has a few beers with his friends

Staying on top of their weight – prone to putting on a few too many pounds, so a constant battle.

Mental stimulation – keeping his brain active – crosswords and the like

Mastering golf – still harbors ambitions to get good at golf

Broader life drivers – what enables your life (tech, \$'s, leisure)?

Financially – asset rich (worth \$1.5M+) and have enough money to live on

Travel – they have everything they need for camping – full set up & afford the odd cruise.

Technology is not a big part of their lives – an old PC, do a few emails, they don't want a flash TV. Need to be online for some occasional work

Health & Wellbeing beliefs – meaning of Active Ageing

Health is about 'not being struck down with something serious' – have seen it happen

Mentally – recognize it is important to keep one's mind active (hence doing crosswords)

Don't need to do any specific exercise – playing golf and work around the house is enough

Keeping the weight off becomes harder, as one ages – an increasing struggle

Never too old to have fun – recent cruise, with 3 other couples, blokes did 'all you can drink deal' & slipped girls cocktails – got their money's worth!!

What life barriers / enablers – particularly relating to health & wellbeing?

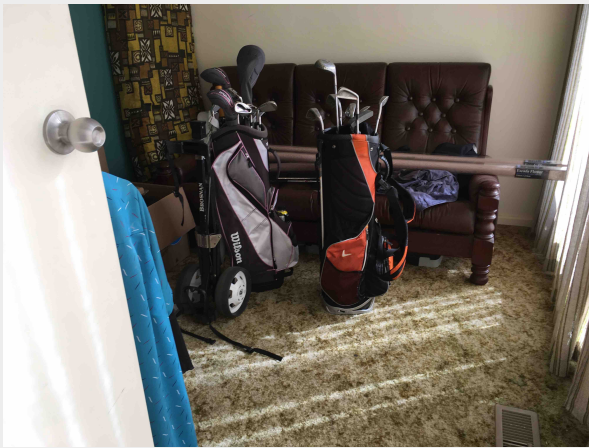
Prone to let themselves go, so for ever watching their weight

Golf; what lack in terms of 'power', can make up for with 'playing smarter'

His wife struggles to bend down because of issue with her hips – thinking they need to get the kitchen changed as a result

Cholesterol medication – trusts his Doctor's advice – diligent in getting health checks

Limited expectations of what health & wellbeing means (no mountains)



A comfortable life, never venturing beyond the life they know & like

Golf clubs take pride of place in the spare room

Weekly golfing with mates is highlight of the week – a stalwart of the local golf club

Fixing up the home is important – setting up the water recycling and sheds

A home computer for emails and photos is all they want for

Still hold on to their old record player ...





They live for their trips away with friends – camping trips and cruises

Their caravan means when they travel away from home, they can take their home life with them

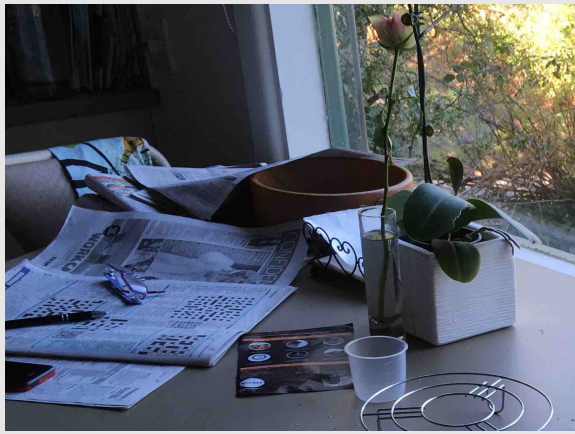
Getting away 3 to 4x a year

Travel with other like minded couples – base themselves at a place for 2 weeks to 3 months

Cruises are what they most look forward to – last trip was 13 days to NZ (8 days sailing there & back)

A chance to let their hair down and enjoy themselves ...





Approach to Health & Wellbeing

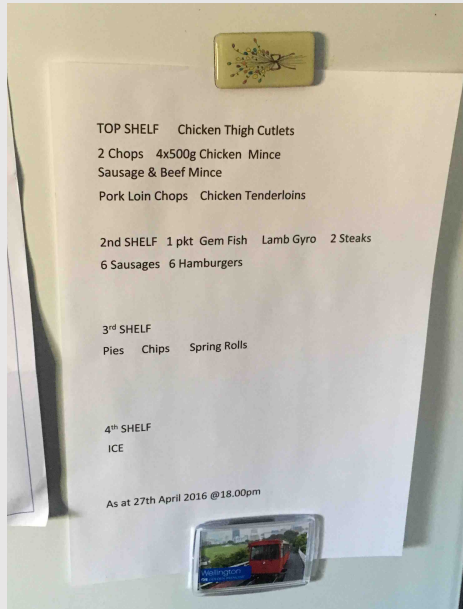
Do the crossword everyday - important to keep one's mind active

Very proud of their pool – wife does water aerobics

Working around the house – shed with tools

Playing golf twice a week ensures he is having a good walk each time

Organised in terms of having desired food choice in stock / to hand





Pretty capable – organised,

Happy to cook – fills his day,

Adventurous Spirit – nothing ethnic

Food Belief Systems – what food ‘rules’ enable you to make sense of it all?

- Eating healthily is about having vegetables in season – they are good value and at their best
- Eating out is a waste of money – only really bother if it is a special occasion, family members birthday
- Can’t eat like I used to – can’t handle a big steak
- There is a limit as to what one can achieve through a better diet – a fatalistic approach
- Wholesome is best – simple food, with lots of fresh vegies is the best way to go (though borders on boring)

Overall Motivators / Influencers – what’s drives your food choices?

Thrifty – when food shopping look for discounts & shop smart – weighing up alternatives: Angst over the whole cauliflower, the 2Kg pack of mince

Less fussy – they used to need a lot of choice, as the kids were ‘brand fussy’ (i.e. breakfast cereal), now not important to them

Enjoyment – dinner is the highlight of their day, they still very much enjoy their food

Toning down the unhealthiness – they used to leave a ‘oil filled chip pan’ on the hob, from one day to another

Oblivious to general health advice – really only listens to his GP, not tuned in to popular sources

Happy to prepare dinner – role reversal; he enjoys having something to do

Variety is important – whilst they see vegies as ‘standard’, they rotate ‘centre of plate’

Food Shopping – how source the food that you need?

Their preferred place to shop is Aldi – it offers the best value and does not present them with unnecessary choice

Prefer to shop at ‘bulk’ places – (Tasman meats) though less so these days – still accompany daughter to Costco (share toilet rolls)

Shop at a wholesale F&V, where able to buy in smaller quantities

Shop around – not pressured when shopping, so will regularly check out other channels & generally pick and choose what they buy where

Food Occasions & Behaviours – the structure of meals?

Breakfast is quite light & healthy – fruit & yoghurt, with some toast

Lunch is similar – a sandwich, though in winter as likely to have a cup-a-soup

Snacks is their weakness (cakes, chocolate, ...) – particularly partial, she will eat them if they are there. Tries to use portion control to limit consumption

Dinners: Sitting down to have dinner is the highlight of their day:

‘Favourite / treat’ most prevalent meal - meat dish, whether it be sausages, chops or steak – now eat porterhouse. Portion size is a problem for them, though do accompany with vegies .

‘Healthy / wholesome’ is also quite prevalent – not a fundamentally different meal, the only thing that has changed is ‘centre of plate’, which they feel is a healthier choice and they are less inclined to over-eat (chicken twice and fish once a week)

‘Experimental / impress’ every couple of weeks they have their kids round for dinner – usually a roast, but it can be a sausage curry!!

‘Left overs / convenience’ is a rarity – he enjoys cooking and does not have much else to fill his days, so he is generally happy to cook each day

Food Preparation – what priorities & food preparation approach take?

Eat in a traditional way – some type of meat / fish, with 3 or 4 different vegies

Grill or steam, where as they used to always fry, or use an olive oil spray

Well set up kitchen, with a slow cooker and modern / good quality appliances – should last them a long time

A second freezer, so it is no problem for them to buy extra quantities of meat and freeze it – not sure how long some of the stuff has been in there

Trying to get a vegie garden started, but fighting a losing battle with the local possums.



Like to have a well stocked fridge – everything they need is to hand

Well stocked with vegetables – (genuinely) part of every meal

Cook every day – very little left overs or convenience meals

A large selection of sauces & condiments

The spare freezer (in the laundry) – full of meat, that they like to buy in bulk

Note: Also have separate beer & soft drinks fridge





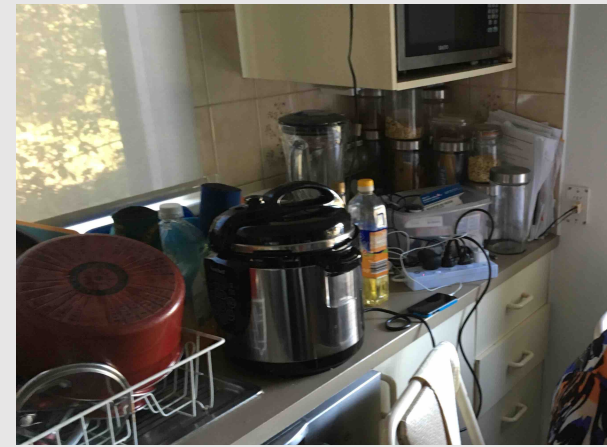
Food Preparation – kitchen set up is functional, without being inspiring

Bought themselves a new cooker recently – wanted a good one

The spice rack is well stocked (though not extensively used)

Lack any space for food preparation – tends to be very basic meals

Sit and have dinner at the table, looking out over the garden and the street



Preparing a mid-week meal – tried and tested recipe, can do with eyes shut

Fish pie – one of their favourite meals

Bought fish at Coles this afternoon – cheapest fresh fish (will have enough left over for tomorrow)

Glass of wine to accompany, TV on in corner

Spread over a tin of 'Cream of Asparagus Soup', add some crunched up Salada's & some cheese

Pre-mixed salad leaves (Stored in kitchen paper to prolong life) and some boiled potatoes



APPENDIX



Shopping – a daily occurrence, shopping for what need that day

Herbs from the balcony – lemon grass, bay leaves, Vietnamese mint (for fish), flowers / salad leaves

Vic Markets is the preference – an experience to shop there and a manageable walk.

Asian supermarkets in the CBD (China town) – find the ingredients they need

Inevitably end up grabbing a few odd things most days from Coles downstairs



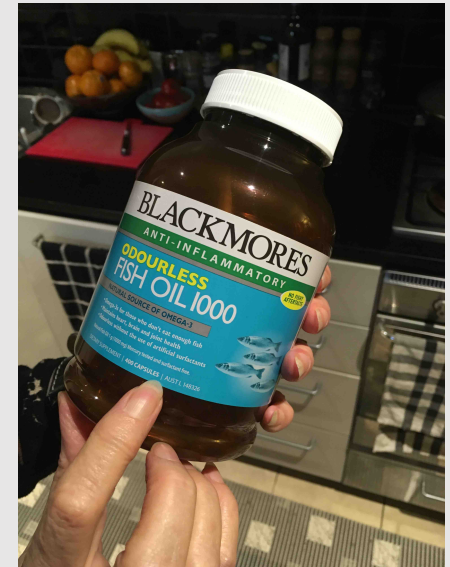
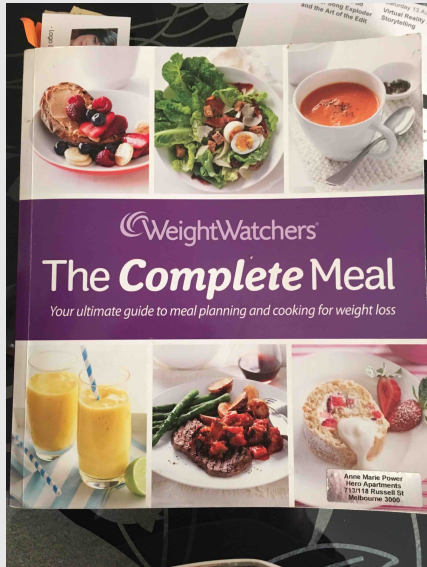


Food influences are diverse

Addressing weight gains in later life, resulted in joining Weight Watchers. Whilst only stuck with it for a while, she still follows the overall principles

SBS food programs are favourite & source of inspiration – prompts them to buy cook books

Not a believer in supplements, though does take fish oil to stave off joint pain (& yoga helps too)



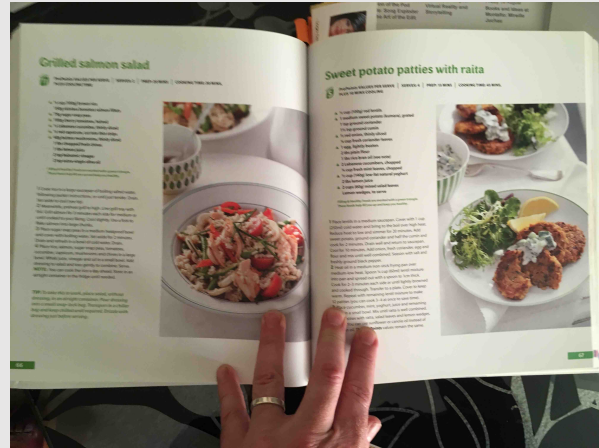
Meal Occasions – strong overlap, hard to discern distinct occasions

Healthy / wholesome – most prevalent, happy to put the effort in to create healthy & delicious

Experimental / impress – take great shared pleasure in trying something new

Favourite / treat – come back to them, prefer to going out to restaurants, know what they like

Convenience - the exception; a few fall back options in the freezer – soup and some curry



Active Ageing Personas

Audrey – Traditional Pre-Retiree (55-64)





Leslie – Infirm, Traditional, Male, Married, Aged 83

Personal Circumstances

Work – She is self-employed, cleaning people’s houses, whilst her 70-year-old partner is retired

Home – Lives in cabin (caravan park) that is 1 hour from the city – surprisingly good (Somerville)

Family - She has 3 children and 6 grandchildren – all have followed her down the peninsular, living relatively locally - Cranbourne (new housing developments)

Personality – Outgoing, Enthusiastic, Generous, Fun-loving

Personal Values – what is most important to you?

Family – very committed to her family, wanting to see them healthy & happy

Positivity – she is a very cheerful person, with a positive outlook on life, not letting challenges get her down, but finding a way through them

Belonging – she relishes being part of a small community, often being the one to give support to others who are struggling

Hard work – getting the most out of every day

Life style – what is day to day life like?

Multi-tasking to ensure that she is organized for the day ahead – often puts on the slow cooker in the morning, so the core of dinner is sorted for later

Working in her cleaning job – not full time, she pick and chooses how much she wants to work

Looking after the grandchildren – she enjoys helping her children with their looking after them, on a few afternoons per week

Dinner is a focal point for their day – she enjoys cooking, finding it a good way to unwind at the end of the day

Goals & motivations – what drives you?

Comfortable life – they enjoy living away from it all, in a quiet caravan park on the coast,

Community – most people are inclined to sit at home and watch their TV, she tries to get everyone out and meeting up, at least once per week

Things run smoothly – she is a meticulous planner, always thinking ahead and organizing things to ensure that problems don’t come up

Helping those less fortunate – she makes a real effort with the older people in the park, to give the a ‘home cooked meal’, by cooking extra and taking it over

Broader life drivers – what enables your life (tech, \$’s, leisure)?

Financially – cashed-in their Melbourne homes, owning a cabin was a \$130K investment & \$8K per year for rental and shared services, so they have plenty of money to live off

Leisure – as they live down the coast, she feels that she is in a nice part of the world (though cold in the winter). Her husband has no desire to leave his TV and UK soccer

Technology – internet used to be terrible, but Telstra have recently put in a cable to the area, so she is one of the few who has got them properly set up (uses her iPad a lot)

Living arrangement – deliberately down-sized to live in the cabin, which she loves, though space is tight

Health & Wellbeing beliefs – meaning of Active Ageing

Continue to lead a full life – unlike her partner who is happy getting maximum value from his Foxtel membership, she wants to fill her days with jobs and helping others

Stave off any major sickness – she is very conscious of diabetes and tries to do what she can to prevent its on-set, through her diet and exercise (i.e. Alzheimer’s)

Unencumbered by the kids – able to focus on what is best for oneself, rather than everything revolving around them

Even a good diet still runs the risk of leaving nutritional gaps – hence she will have calcium tablets and vitamin D

What life barriers / enablers – particularly relating to health & wellbeing?

She is pre-diabetic and her father died of it, so she is particularly mindful of doing the right things – she says she has been consciously on a ‘good diet’ for the last 50 years

When kids were at home, it was all about the kids. Since they have gone, she has joined a gym – tries to go 3x per week and has generally sought to become much healthier – diet in particular

Cold winters – she does not like the cold winters, and it is very damp down at the caravan park, so she like most of the other residents, struggle to get outside during this period

She is conscious of needing to keep her brain active - 3 or so crosswords every night

Tries to walk as much as she can – though given that the caravan park is quite remote, she ends up driving



Her little piece of paradise – about 30 minutes outside of Melbourne, facing Phillip Island ...

A Seniors park, half the residents are permanent, the other end is for weekend / holiday use

Not a large place, the 30 or so cabins, they all know each other, though the place is very quiet

The cabins are half permanent and half added on caravan – would get cold in the winter

The port (100m away) is leisure fishing and sailing

The sailing club is stuck in a time warp – the only place to go for lunch / dinner





Their home set-up is pretty comfortable – made to feel like a permanent home

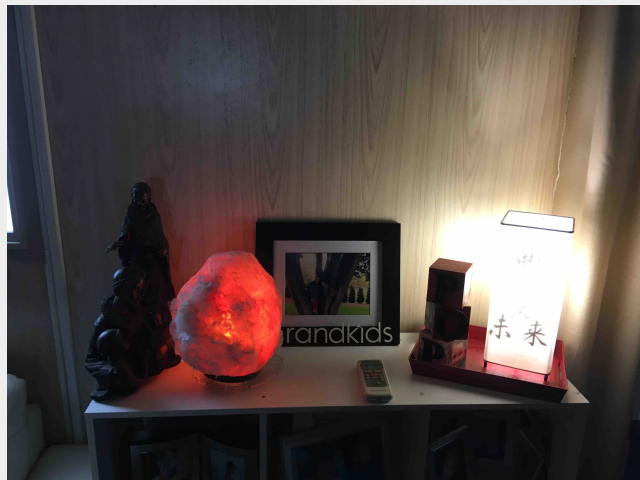
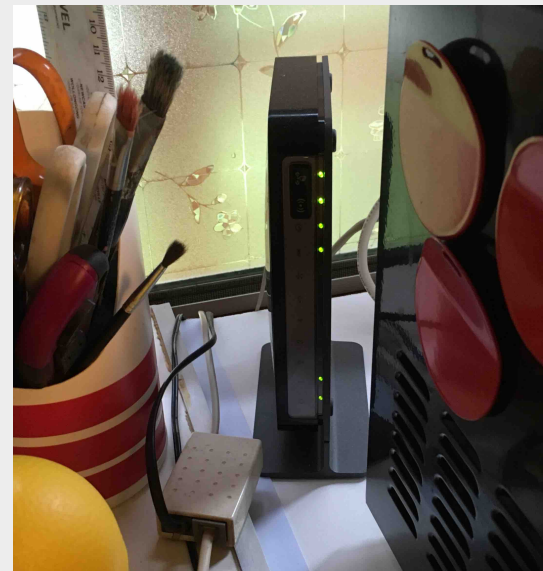
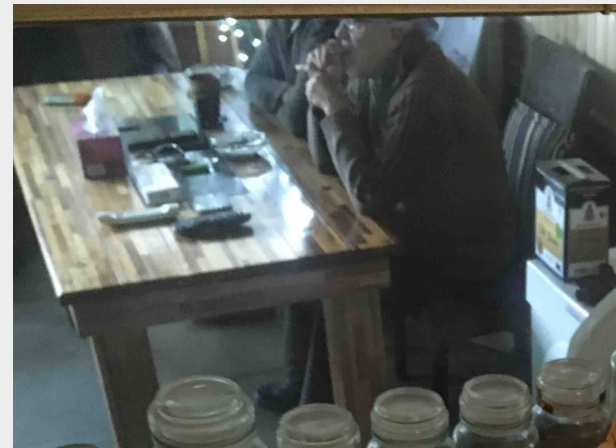
Taken the trouble to set up their own vegie patch – get quite a lot from it

She is also very proud of her herbs in pots

Her husband sits at the out door, but undercover table, watching Foxtel – wine on hand

She practices a little bit of Feng Shui with salt crystals and lamps

The recent addition of broadband internet is a god-send – contact with the outside world





Very capable – experienced

Enjoys – highlight of her day

Eager to try new recipes

Food Belief Systems – what food ‘rules’ enable you to make sense of it all?

Plenty of vegetables – her number 1 rule, is that if half the plate is full of vegetables, then you can’t go wrong

Protein is great for filling you up and enabling her to keep to a reasonable diet – hence protein powder breakfast smoothie

Dr. Moseley’s approach to not becoming diabetic is something she has been practicing for a number of years

Eating healthily need not be expensive – it frustrates her when others complain – load up the vegies

Overall Motivators / Influencers – what’s drives your food choices?

Thrifty – she will buy a 2kg pack of mince from Aldi, which costs her \$12, and then divide it into 4 zip-lock bags and put them in the freezer. One bag, with vegies, will provide them with 2 meals.

Pinterest – she loves being online and using her iPad to find new recipes on Pinterest – would never buy a cookbook again

Watching her weight – she enjoys her food, but is liable to put weight on (unlike her partner), so she has to be careful with what she eats

Not losing it – whilst she has no great aspirations for taking on any major challenges, or reason to get healthier, she would be happy to basically stay as she is

Many of the blokes in the park go fishing, so they are always bringing back fresh fish

Food Shopping – how source the food that you need?

Aldi is her preferred place, heading there once per week – she generally finds the prices the best, particularly for meat. She is also finding their F&V to be very good

Local shopping strip – she often takes one of the widows there each week and helps them with their shopping, topping up the things she needs

Local IGA – the local community is skewed towards Seniors, and she believes they do a good job of providing cheap meat offerings, that are suitable for one

Meat wholesale places – she tries to discourage her partner from going food shopping, as his ‘eyes light up’ when they go into a place like Tasman meats, where he will buy a whole porterhouse

Food Occasions & Behaviours – the structure of meals?

Breakfast is very important to her, she has her super-smoothie, which she makes up the night before – fruit, beetroot, protein powder (whatever is discounted,) plus coconut and turmeric

Lunch she has quite later and is generally pretty light – she mixes up a large tin of tuna with some mayonnaise, and it lasts her 4 days – eating on healthy crackers

Snacks is some nuts, though her partner generally has a lot of snacks laying around

Dinners: They save themselves for dinner, ensuring they have something they enjoy

‘Healthy / wholesome’ – most of their meals tend to be quite healthy, she will ensure they have half vegies, quarter meat and a quarter carbohydrate. Her curries also.

‘Favourite / treat’ – once or twice a week, her partner does his own steak on the bbq, in which case, she will do herself some chicken. Her partner insists on having a desert with every meal, so this becomes a good way of compromising. Not something she partakes in

‘Left overs / convenience’ – she tends to cook extra quantities, both for another day, but also for her ailing neighbor. Would not consider buying ready meals for herself

‘Experimental / impress’ – whilst she has a big interest in new recipes, she rarely cooks anything new, and does not try new cuisine cultures

Food Preparation – what priorities & food preparation approach take?

They have 4 separate fridge / freezers, with two of them being used, to largely store meat. They clearly burn through a lot of power, as one is iced up and pretty much sits outside

Gas is off of a tank, which is expensive, so she prefers to use the slow cooker

Her kitchen set-up is limited, with little space, but she is organized and knows what she is doing

She gets up early and plans ahead what they will be having for dinner that night

When they are having a curry, she will put that on in the slow cooker in the morning, so it is ready for later in the day

She is happy to spend an hour or so, each evening, preparing the food – wind down time

Community entertaining – whilst they will have the odd neighbor over for dinner, she will be one of the few who is prepared to put food on for when they all get together



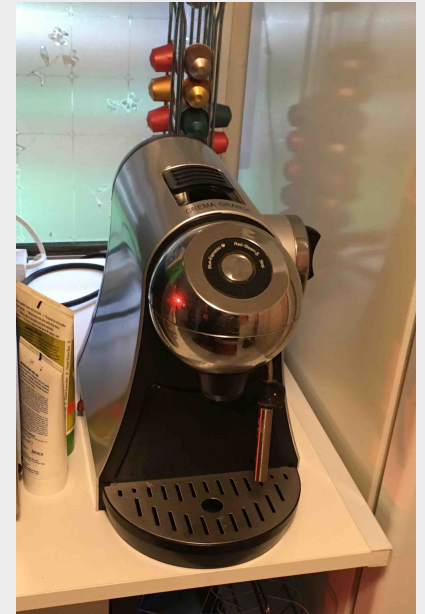
Her kitchen set up would not work for everyone ...

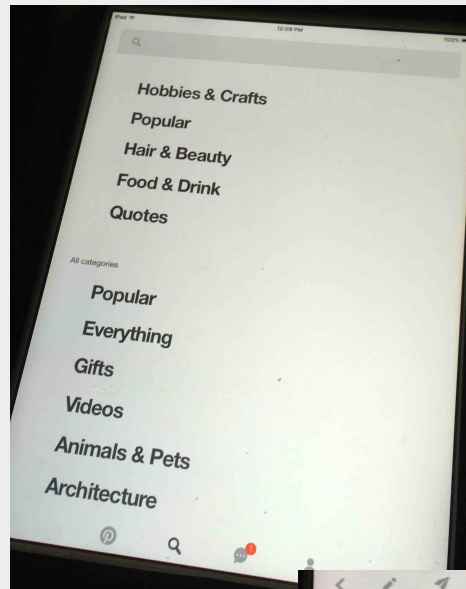
Space is of a premium and the floor 'flexes' when you walk over it – it is the caravan side of their home

The cooker is small, with no bench space on either side and the sink right next to it, with power points precariously above it

She has a steamer and a slow cooker

She loves her coffee pod machine





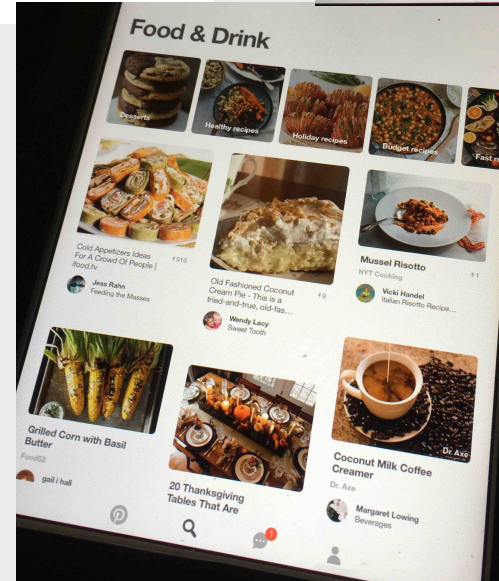
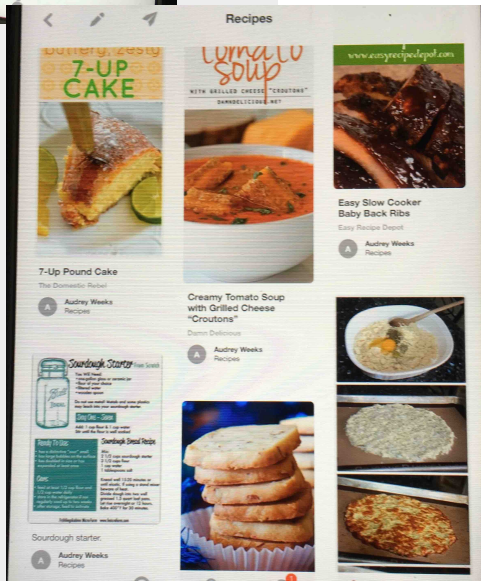
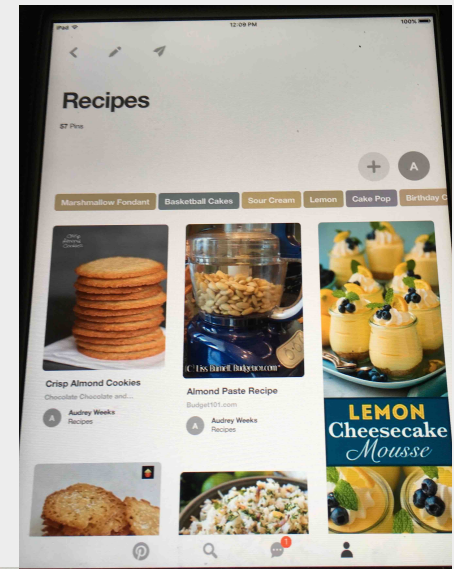
Her iPad is her window on the world ...

She is very excited having set up all her 'life interests' on Pinterest

Cooking is a key one for her – looks up all of her recipes here

Browsing alternative recipes is one of the way she relaxes, as other people read magazines

She uses it to span all forms of cooking and recipe ideas





She does not want for fridge space ...

Her main fridge is well stocked – the one in the kitchen

It contains many pre-prepared meals, to be eaten over the coming days

The vegie / salad drawers are also well stocked

The outside fridge contains back-up items, like sauces and condiments, but also persihables like water melon



As for freezer space ...

Both fridges have a separate freezer section on top

Both are full with a variety of frozen berries, pasta, ice cream and back-up options

She also has a freezer for longer term storage of foods

She rarely opens it and is not sure what is in there – she had trouble pulling the top shelf out, iced up

There are also a number of pre-prepared meals in here



Storage is a challenge ...

Limited space underneath the work bench – she tends to have to buy things as she needs them, i.e. Tins of tomatoes

The spice rack is comprehensive and readily to hand – corner of the food preparing surface

Fruit bowl is prominently placed, whilst thenuts are up on the shelf

Large jar of cookies sit on the bench – easy to grab on the way past



Some of the meat she has frozen ...

Scotch fillet & Porterhouse steaks make up the bulk of the frozen red meat

She has this stored in multiple freezers – by the look of it. Mostly un-marked / un-dated

There are also packs of sausages

And the soup she made last time –currently making more soup





Food occasions ...

Making pumpkin soup for their lunch – been cooking all morning (one of the rare days she is home)

Her breakfasts smoothy is made up the day before – that one is for tomorrow, ready to go

Her tin of tuna has been mixed with mayonnaise, to last the week for lunches

Dinner tonight is 'bacon chops' – a favourite of his

Followed by a desert – for him only



Accompanied shopping trip to the local strip ...

The local shopping strip is 10 mins vs. 30 for Coles

Often takes one of the older ladies here – takes the opportunity to do a 'top up' shop

The local butcher is not bad, through she doesn't go there – sell fresh fish and some ready meals

The fruit & veg is OK – so long as you don't want to keep it for too long

They have a good selection of ready meals, which seem to always be on special



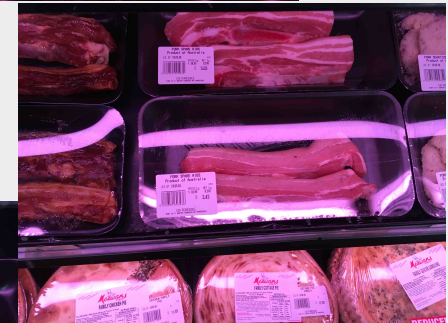
Focusing on the IGA meat offering ...

She feels that they know they must appeal to the older, often single household shopper, as they are key to their store

They try and compete by offering whole chickens at a comparable price – will occasionally grab one

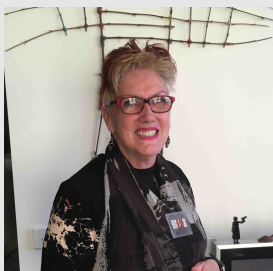
The deli is accommodating, but uninspiring

They are good in that they sell a lot of single portion and 'for 2' portions at low price point – her friend can generally find something she likes



Active Ageing Personas





Anne Maree – Progressive ‘Defying the years’: Female , Married, Aged 73, Retired – Teacher, Deputy Head

Personal Circumstances:

Home – Melbourne CBD apartment & Coastal living, Makes and sells her own jewelry

Family - Married, Kids are grown up – grand children (3 & 6)

Personality – Outgoing & Enthusiastic, Bohemian, artistic & eclectic

Personal Values – what is most important to you?

Self-expression – retirement allows pursuing artistic passion - making jewelry

Self-actualization – making a difference; supporting African immigrants

Living for the moment – best time of her life (always has, always will), makes the most of every day

Treading softly – practices conscientious consumption

Life style – what is day to day life like?

Busy, busy, busy ... – always out and about, doing different cultural, or exercise, or finding things to do in and around the city

Exercises most days – yoga, tai chi, exercise sessions, ... also a great source of social connection

Her jewelry – immerses herself when in the studio down at the beach house

A little work – they find the extra money handy and appreciate the opportunity (next week doing uni’ exam supervising)

Goals & motivations – what drives you?

Mental stimulation – important to keep mind active i.e. authors talking about books (state library)

Social connection – see’s inter-generational connection as being important, though also making new friends

Quality time with grandchildren – teaching them healthy cooking once per week, or aboriginal art

Living within her means – content to choose how to make the most of what she has got and not worry about what she hasn’t (glass half full)

Broader life drivers – what enables your life (tech, \$’s, leisure)?

Financially – asset rich (owning two homes), but have limited spending power, though living comfortably – very thrifty in hunting our free services for seniors (i.e. \$7 movie’s & free tai chi)

Technology is not a big part of their lives – family is close & use email

Travel – feel like they have had their adventures, priorities lay elsewhere

Health & Wellbeing beliefs – meaning of Active Ageing

Physically – believes that one needs to stay fit and active

Social interaction - with others on a daily basis, across all age groups

Emotionally – stay positive about what life still has to offer

Mentally – important to keeping one’s mind active

What life barriers / enablers – particularly relating to health & wellbeing?

Conscious of her age – starting to get a bit of arthritis in her hands, doesn’t let it get her down

Prone to putting on weight - her sister is obese; she believes because she lacks self-confidence

Minimal spending power – but eats smart and resourceful at finding free services for Seniors

Well-informed – feels she knows more than most, an avid SBS and ABC watcher (Michael Mosely)



Lives an eclectic life style, between the city and the beach

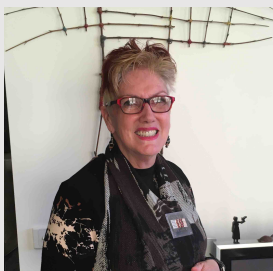
The view from the balcony - looking out over the city.

Helping African refugee's make the most of their weaving skills.

An apartment full of ethnic art work - her own 'tribal' jewelry, plus her partners ceramics adorn their apartment.

A variety of daily exercise & activities – tai chi at Fed Square, exercise sessions at the city baths, author talks at the state library, ... All free to Seniors.





Very capable cook – all her life, Loves cooking – shared passion, Adventurous Spirit – enjoys the challenge

Food Belief Systems – what food ‘rules’ enable you to make sense of it all?

- Wholesome is best – simple food, with lots of fresh vegies is the best way to go, plus no sugar, no processed foods
- Hyper-glycemic, whilst wanting to try 5&2, her needs are unique - what works for her
- ‘Positive relationship’ with food – believes in the holistic ideas of the Mediterranean diet (social connection in meals)
- Did a few months of Weight Watchers, 5 years ago – learnt a heap and still uses the principles and loves the recipe book
- Contemporary tastes – new recipes are an important part of maintaining a passion and keeping one’s mind active

Overall Motivators / Influencers – what’s drives your food choices?

Enjoyment – first & foremost, food enhances quality of life, a shared passion & source of great pleasure with partner (French relationship with food – make it special)

Dinner preparation is emotionally charged - husband has only recently discovered a passion – can’t cook together, or even talk, as he needs 100% concentration

Thrifty – growing up with many siblings, where finances and thus food was limited – never lost that influence

Balance is important – so much contradictory advice, you can’t go wrong if have things in moderation

Well informed – has a wealth of diverse cook books, though less so these days, inspiration comes from SBS (Nguyen)

Food Shopping – how source the food that you need?

They like to shop daily, in order to source fresh ingredients – not a chore, but an enjoyable part of daily life

Vic markets is the favourite –

Unfortunately, they cannot food shop together – her husband likes to dwell, whilst she is a ‘grab & go’ shopper (thus they tend to take it in turns)

Enjoy going to the ethnic grocery stores in the city – good value for herbs, spices and authentic foods

Does not like to go to Coles / Woolworth’s, but their CBD stores are on the doorstep, and for one reason or another, end up going there most days

Down the coast, uses the local IGA - recognizes that they do a good job providing for a small audience, so happy to cut them some slack (prices, freshness, range etc.)

Food Occasions & Behaviours – the structure of meals?

Breakfast is their own muesli, with frozen berries and Greek yoghurt

Lunch is generally quite light / no big deal - either out & about, from a café / left-overs from the night before / make a sandwich

Snacks healthily – graze on interesting and flavoured ‘nuts, seeds & dried fruits’

Dinners:

‘**Healthy / wholesome**’ is the most frequent occasion – not a challenge to eat interesting meals / happy to put the effort in, each night, using fresh ingredients

‘**Experimental / impress**’ is a regular occurrence – always trying their hand at something new, a highlight of their week (mostly a just for themselves)

‘**Favourite / treat**’ is also prevalent – rarely consider eating out, as able to

‘**Left overs / convenience**’ happens occasionally – fall back options if they are both busy / out, have a few things in the freezer they can fall back on (i.e. soup)

Food Preparation – what priorities & food preparation approach take?

Apartment living means they don’t have the most extensive kitchen, but everything they need – mostly they tend to go for ‘one pan’ options, particularly in winter.

The fridge is a bit old and not terribly large – but they prefer to shop for food on an almost daily basis, as fresh is so important, so space is not an issue

Love ‘one pan wonders’ – particularly in winter i.e. stews / curries

Shopping at the market, they are able to buy the quantities they require – don’t angst over having to buy bigger quantities in order to get what require

Protein is not a focus - for all her focus on healthy eating and knowing the role of protein in one’s diet, she has little understanding of protein requirements.

35 Station Street, Fairfield, 3078
Ph: (03) 9489 8411 Fax: (03) 9482 4447
www.mhbg.com.au

The Mediterranean-Style Eating Plan

A Mediterranean-style eating plan is a proven healthy way of eating. It is low in saturated and trans-fats and contains beneficial mono-unsaturated and poly-unsaturated fats. The typical Mediterranean diet has been shown to be protective against cardiovascular disease, cancer, Parkinson's disease, Alzheimer's disease, high cholesterol, diabetes and osteoarthritis.

Components of a Mediterranean-style diet:

1. Plenty of exercise
2. Maintain a healthy weight
3. Meals with family and friends
4. Generous amounts of vegetables (5-10 different varieties with a range of colours), legumes (1+ serves) and fruits (2-3 pieces), daily
5. 1 serve or more of dark green leafy vegetables daily (eg spinach, rocket, kale, radicchio, greens)
6. Non-refined carbohydrates such as whole grain breads, legumes and pasta (preferably whole grain)
7. Fish, especially oily varieties (eg tuna, salmon, mackerel, herring and sardines), at least 1-2 times per week
8. Lean red meat, and limit to 2-4 serves per month
9. Chicken and poultry, 1-4 serves per week of lean cuts without skin.
10. Eggs can be eaten daily if soft boiled or soft poached
11. Nuts - almonds, walnuts and pumpkin seeds - about a small handful a day
12. 1-2 serves of white cheese and yoghurt daily
13. Cook with mono-unsaturated oils such as extra-virgin olive oil

2011 Aug

03 9342 7888

Thank you for helping in the fight against cancer.

Fight Cancer
Giving Hope.

www.fightcancer.org.au

Health rules on the fridge – been there for a while, always to hand

Mediterranean diet philosophy - 'social'

Adhering to a low GI diet

Health drinks ... a rarity

Guide to healthy plate proportions

www.mhbg.com.au

Low Glycaemic Index (GI) Diet

A low GI diet is particularly beneficial to treat conditions associated with insulin resistance such as polycystic ovarian syndrome (PCOS), diabetes and metabolic syndrome. This diet when combined with a low saturated fat intake imparts additional benefits that include reduced cholesterol and triglyceride levels; weight maintenance; reduced risk of cardiovascular disease, type 2 diabetes, certain types of cancers, and a greater sense of satiety. Consuming low GI foods is associated with improved alertness and energy levels.

the low GI diet include

mainly low GI carbohydrates but including some high GI foods which are otherwise healthy. Portions of low GI foods (eating large amounts of low GI foods results in a high overall GI) at meals, at regular times, and snacks between meals

equate protein with each meal (see "Maximising Your Protein Intake" handout)

eat beans/legumes daily because these foods have a low GI and are also valuable sources of protein

Low GI foods

Consume more frequently	Consume less
Vegetables like onions, tomatoes, lettuce, chokes, asparagus, broccoli, cucumber, celery, sweet potato and yams.	Pumpkin, parsnips, potatoes (steamed, mashed), and swedes.
Beans, kidney beans, borlotti beans, butter beans, adzuki beans, mung beans, peas, and split peas.	Broad beans and lima beans.
Fruits, such as apples, pears, berries, oranges, peaches, apricots, plums), and bananas.	Tropical fruit such as melons, pineapple, mango, lychees, paw paw, as well as figs and dried fruit.
Low fat, fruit-free yoghurt and soya milk.	Rice milk, sweetened condensed milk and...

2011 A

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Victoria...
Ser...
Ph: LUNEL...
COTA

National Environment
National Health and Medical Research Council
Department of Health and Ageing

Australian Guide to Healthy Eating

Enjoy a wide variety of nutritious foods from these five food groups every day.
Drink plenty of water.

Use small amounts

Only sometimes and in small amounts

Lean meats and poultry, fish, eggs, tofu, nuts and seeds and legumes/beans

Milk, yoghurt, cheese and/or alternatives, mostly reduced fat

HANDY NUMBERS FOR

NURSE ON CALL
POISONS INFORMATION CENTRE
LIFELINE
LEGAL AID
ELECTRICITY (FAULTS & EMERGENCIES)
GAS EMERGENCY SERVICES
NATIONAL DOMESTIC & FAMILY VIOLENCE COUNSELLING SERVICE
GAY & LESBIAN COUNSELLING SERVICES
VICTORIAN EQUAL OPPORTUNITY & HUMAN RIGHTS COMMISSION
TRANSLATING & INTERPRETING SERVICE (TIS)
TENANTS UNION ADVICE SERVICE

REMEMBER - IN AN EMERGENCY

if your GP is closed, we're open.

after hours GP helpline
1800 222 222
1800 222 222

ELLEN GARDNER
1800 222 222

HEALTH NUMBERS FOR YOUR PEOPLE

FREE THE REFUGEES

A hand you can count on
for all your diabetes needs

2011

I will have you sitting with Nancy at the concert
My green smoothie is...

- chopped kale
- baby spinach
- cucumber
- celery
- broccollini
- table spoon natural yoghurt
- sprinkle of Chia seeds
- Teaspoon of wheatgrass
- light milk
- sometimes half a banana (for sweetening)
- teaspoon of linseed meal
- sometimes some almonds/or a teaspoon of honey

E's Health DRINK

Add
Blew

Strawberries are cheap now so you can just freeze them fresh ...you don't th...
smoothie. just add yoghurt and milk!

All yum!! Love E.



Shopping – a daily occurrence, shopping for what need that day

Herbs from the balcony – lemon grass, bay leaves, Vietnamese mint (for fish), flowers / salad leaves

Vic Markets is the preference – an experience to shop there and a manageable walk.

Asian supermarkets in the CBD (China town) – find the ingredients they need

Inevitably end up grabbing a few odd things most days from Coles downstairs





Relationship with food is progressive and personalised

Feels that most restaurants don't cater for people like her – only progressive café's offer options

Believes in the French philosophy – make every food experience amazing

Food is about enjoyment – both her & husband have a glass of wine with their meal

Snacks healthily – a wide selection of interesting flavoured nuts, seeds & dried fruits



Wild Iranian Figs
Weight: 155 Grams Price: \$ 6.00
Product of Iran
Best Before - September 2016
Packed December 2015 by:
Sweet & Nut Shop
250 Russell St Melbourne Tel: 9662-1586

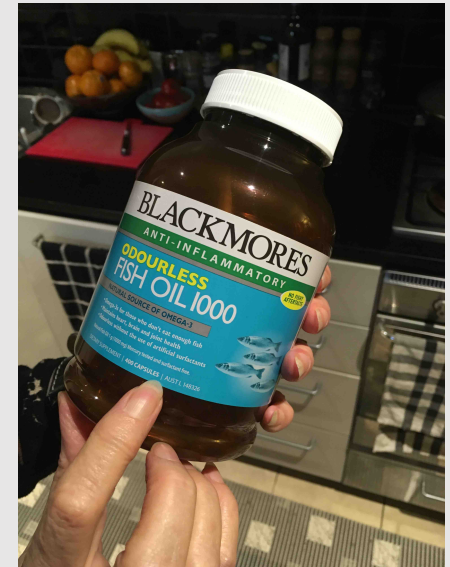
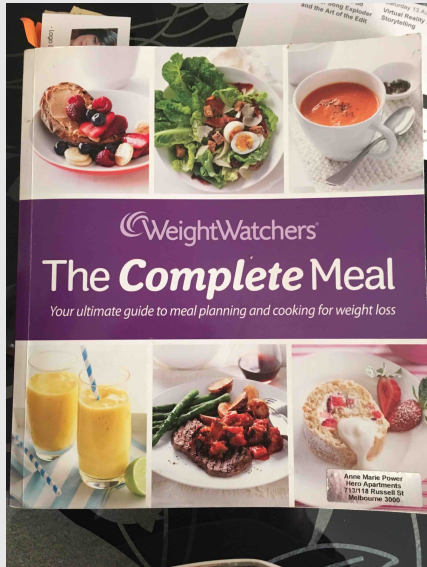


Food influences are diverse

Addressing weight gains in later life, resulted in joining Weight Watchers. Whilst only stuck with it for a while, she still follows the overall principles

SBS food programs are favourite & source of inspiration – prompts them to buy cook books

Not a believer in supplements, though does take fish oil to stave off joint pain (& yoga helps too)





Food Preparation – make the most of limited facilities

City apartment living means that the kitchen has limited facilities & space, but all there

They have a favourite ‘stone frying pan’, which gets used most nights

Flavour enhancers to hand – placed next to the hob

Herbs growing on the balcony – used widely

Good selection of salad & vegies – buy regularly



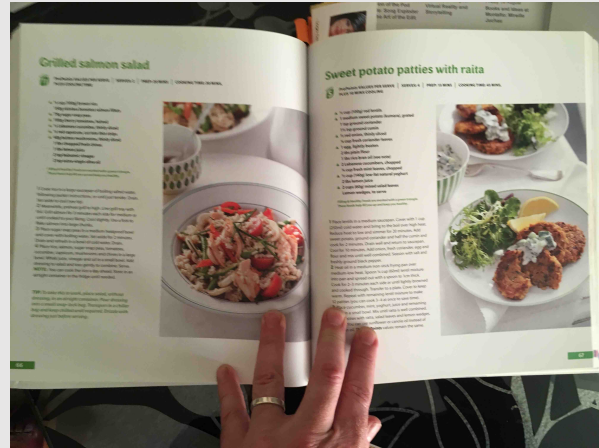
Meal Occasions – strong overlap, hard to discern distinct occasions

Healthy / wholesome – most prevalent, happy to put the effort in to create healthy & delicious

Experimental / impress – take great shared pleasure in trying something new

Favourite / treat – come back to them, prefer to going out to restaurants, know what they like

Convenience - the exception; a few fall back options in the freezer – soup and some curry



Active Ageing Personas

Darren – Progressive 55 to 64





Darren – Progressive 55-64, Male, Married, Aged 55, (Performance also)

Personal Circumstances

Work – Runs his own Retail Business / Clothing Brand, though recently closed it down

Home – Lives in Port Melbourne, inner city small but ‘nice’ town house, for last 15 or so years

Family - He and his wife have never wanted, nor had kids, both putting their careers first

Personality – Outgoing, Intelligent, Perceptive, Fun-loving,

Personal Values – what is most important to you?

Adventurous – willing to try new experiences always looking forward to their next adventurous

Fitness – believes it is important to be at your best

Thoughtfulness – questioning what does it all mean and why doing this

Success – realizing success is in their professional lives

Freedom – enjoys a life that has little or no constraints, unencumbered to choose whatever path he decides

Life style – what is day to day life like?

Works hard – has always done a 12-hour day, getting home late from work

Crashes at night – normally does not eat until about 8-30 at night, became a habit now to unwind through a nightly meal

Re-assessing his life – realized that many of his records are quite valuable, enjoying selling them on eBay, mostly to people in the UK

Get away at weekends – happy to stay in the family caravan down the beach

Goals & motivations – what drives you?

Planning their next trip – skiing in Japan, down the coast to go surfing, or a hiking trip

Re-assessing his life – how he gets fulfillment in what he does

Socializing with friends is important – other couples with shared interests, food often being the catalyst for getting together

Providing for their future – starting to be conscious that they will not be able to work forever

Broader life drivers – what enables your life (tech, \$'s, leisure)?

Financially – paid off the house etc. the recent passing of mother in-law and selling her house has provided a reasonable chunk of money, though mindful it is a ‘1-off’

Financially – having just closed down his business, he is conscious that he has no income – does not want to commit to anything large / ongoing

Leisure – they live for their weekends away (mostly down the beach) and holidays abroad, such as Skiing or hiking trips

Technology – being in the fashion industry, he is very ‘au fait’ with all aspects of a digital world (has a large iMac on his dining table)

Living arrangement – never needed to live in a large family home, in the suburbs, so not in the position of needing to down-size, or maintain a large house

Health & Wellbeing beliefs – meaning of Active Ageing

Not really conscious of ‘Ageing’, still able to do all the things that want to do in life – activities etc.

Preparation – need to more diligently train for something, can’t just ‘wing –it’. Going on a big hiking trip later in the year, will need to properly prepare ourselves

Not able to bounce back using yourself – conscious that can’t do the things that used to do and wake up the next day and feel OK

Would hate to one day be one of those people who is on the bus with all the other old people – can’t see himself there

What life barriers / enablers – particularly relating to health & wellbeing?

Working long hours limits the opportunity to lead a healthy life – hard to pack it all in
Injuries – conscious that still doing active pursuits and any injury will take a while to fix up, i.e. if have a fall while skiing. So have to be careful

Not having kids has allowed them to continue to lead an active life, over the last 20 years – though friends with teenage kids are now able to participate in activities

Gym after work – always been quite diligent at going to the gym, even if that means eating later than would like

Online Newspapers are main source of knowledge – The Age has diet and exercise.



Leads an active life ...

Weekends away are a regular occurrence – staying in the shared family cabin

Will go our surfing in all but the biggest waves

A couple of big adventure trips a year – skiing in Japan coming up

Independent travel – big hiking trips are the best way to see a country

Exercises 3x a week – given up gym membership, runs down to the new foreshore gym



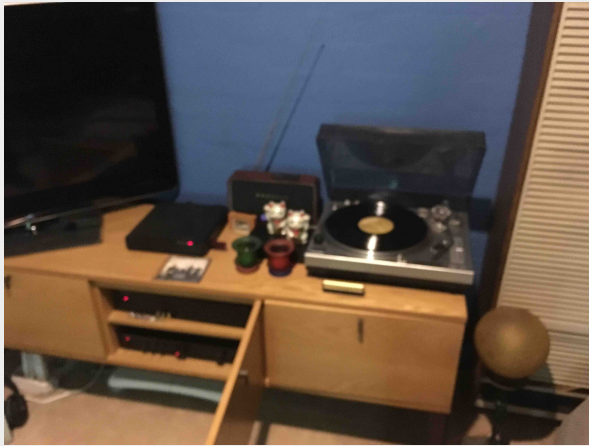
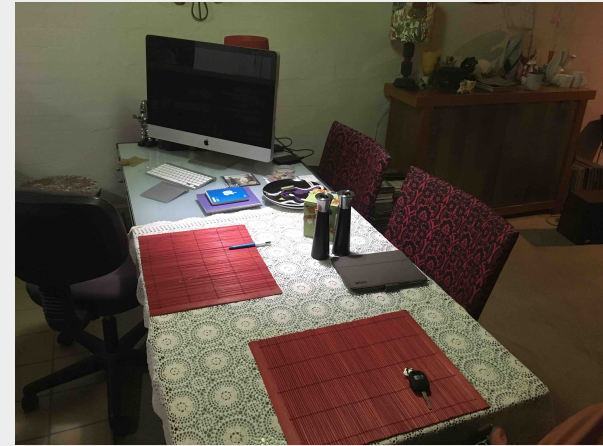
The Home Set Up ...

Whilst they have a large, modern TV, the record player takes pride of place

A prized record collection – currently selling a number of selective ones on eBay

A number of books and magazines line the dining room area – where they have most meals

Outdoor courtyard where the Webber is placed and their preferred dining area





Pretty capable – like to get better

Enjoys cooking – now that has more time

Adventurous Spirit – ethnic food

Food Belief Systems – what food ‘rules’ enable you to make sense of it all?

Place great value on food, it fulfils many roles in their life: Creative expression, Personal satisfaction, Social connection, Enjoyment, Connecting with partner & Nutrition – how get the things we need in our diet (not a priority)

Whole food diet – whilst not fanatical, believes this delivers a healthy diet

If you eat well, you feel better – you have more energy, you feel like you are able to do more things, feel more alive. Good simple foods – Vegies, good quality meat, grains.

Overall Motivators / Influencers – what’s drives your food choices?

Discerning – as they’ve got older, they are more in touch with what they like

True to themselves / less inclined to ‘fake it’ – happy to order separate dishes, rather than share, if they don’t like what the other person wants

In touch with what works for them – becoming more conscious that not all food leaves them feeling OK – that’s how they discovered gluten free pasta, just

What feel like – don’t have a set rotation of what they eat, tend to go with what have not had for a while / starting to miss – find often Vegetarian as a result

Authenticity – whilst they can afford nice food, would rather prepare something themselves, such as made up some pesto on the weekend

Pricey / hard to justify – particularly like eye fillet, but now \$20 plus, vs. good quality, cooked, whole chicken = 2 meals & risotto on the 3rd day

Believers – on the positive side, starting to feel the health benefits of a good diet, to justify the effort

If you buy nice food you are more conscientious about using it up – when they shop at Coles, they buy stuff they don’t really need & end up throwing away

Food Shopping – how source the food that you need?

Coles is on the way home from work for both of them, so on a ‘standard night’ they tend to duck into there to pick up whatever they need for the night

Thomas Dux is also close by, which they like shopping at – though it is more expensive they find they are more selective in what they buy and the amount

Local / Farmers market – when they are home on the weekend, they enjoy shopping together, buying fresh vegies and more premium / authentic meats

‘Old school’ restaurants - when eating out they shun the new trendy places that are all long communal tables, in favour of a more intimate setting

Take-away offerings – plentiful in the local area, good authentic offerings (Thai, Vietnamese) that are quick, offer good value and good quality / healthy

Food Occasions & Behaviours – the structure of meals?

Breakfast is muesli & yoghurt & frozen berries – no longer have milk

Lunch is normally left-overs from the day before, otherwise get a sandwich

Snacks is not something they cater for – have a few bags on nuts I the house

Dinners: Dinner is a time to de-stress, re-connect and enjoy good food.

‘**Healthy / wholesome**’ is most occasions – source good fresh ingredients and have the time to prepare. Prefer ‘one pan’ meals, like a stir fry, will use packet sauces

‘**Left overs / convenience**’ – Don’t tend to cook for one – freezer options, or Pho soup takeaway. Cook up a bit more, so have something for lunch the next day.

‘**Favourite / treat**’ – firing up the Webber and having steak, or ‘maple roast pork’, ... enjoy preparing nice meals together.

‘**Experimental / impress**’ –Would love to be able to cook without a recipe book, just by tasting and knowing what flavours are going to work – ethnic cuisines.

Food Preparation – what priorities & food preparation approach take?

Good kitchen set up, mostly cook on the hob – like the set-up of the kitchen, though it is getting a bit tired, looking to re-do the whole kitchen in the next year or so.

Wine to accompany – will have a glass of wine whilst preparing the food

Webber, traditional kind – particularly enjoy using, even though it takes 40 minutes to fire up, sitting out in the courtyard; roast, or nice steaks, it is worth it (every week, over the summer)

‘Horses for courses’ – feel that they can accommodate most styles of cooking, as required

Embrace ethnic style cooking – one pan and a packet sauce are what they often go with, as they can use fresh ingredients, but can quickly produce something tasty



Diverse shopping behaviours ...

His wife picks up the essential items from Coles on the way home from work

Preference was to take the time and shop at Thomas Dux – selective in what buy

Farmers market is their preferred place to shop – a weekend treat

Getting take-away from the local Vietnamese restaurant is a good option

A Pho soup each for \$11 works for them





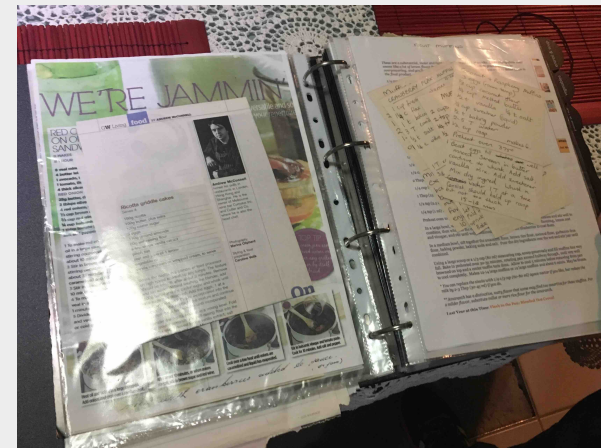
Use a variety of recipe sources ...

A number of treasured recipe books – like the more modern, visually stunning ones

Collect recipes out of magazines and weekend newspapers – regularly refer to this folder

A number of old favourites – well worn cook books

Refers to The Age website daily, both for Health & Wellness guidance, as well as finding interesting new recipes, particularly healthier offerings



THE *Age* AGE SUBSCRIBE DAVID ▾


HEALTH & FITNESS

For women, the chin up is an elusive but worthwhile goal
JAMES FELL · 31m ago


Irresistible chocolate and orange tart
MELISSA AMBROSINI

Plant protein is better for you than meat, new study finds
SARAH BERRY · 1h ago


GOOD FOOD



Veggies take main course: cult vegetarian recipes
JANE HOLROYD



Cheese, cheese and more cheese at Shiffy Chevre
GENEVA CODY



Simple, five-mushroom fettuccine
ADAM LAW



Conscientious about Ingredients ...

Premium ingredients on display – an eclectic mix of chili's and fermented offerings

Jars of fresh pesto 'pride of place' in the fridge – a layer of olive oil, so they keep

Like to use the authentic ingredients – was a bit peeved that did not have the right stock

Educated / sophisticated as to what variety of spud suit what task (i.e. Wilwas for mash)

Find gluten free pasta works better for them



Well stocked with fresh ingredients ...

Fridge contains a number of freshly made components for meals – like the pesto

Small freezer, but everything has a purpose – not inclined to just leave things in there

Fresh berries and the like

Looks for what is on special / a bargain – lamb chops

Cupboard is full of more authentic offerings – tinned tomatoes



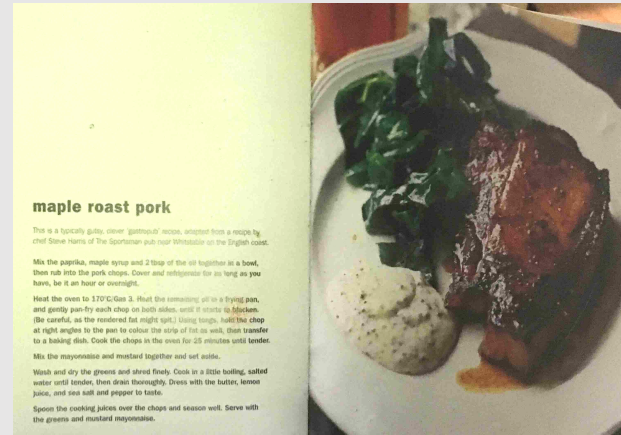
Meal Occasions – a diversity

Healthy / wholesome – most prevalent, go with what they feel like, mostly chicken and increasingly vegetarian options

Experimental / impress – enjoying doing more cooking – seasonal produce & impressing friends

Favourite / treat – they love the whole process of sourcing nicer ingredients, firing up the traditional Webber and eating outside (roast pork)

Convenience – have some options in the freezer, for nights on which eat alone. Consciously cook too much, so that have left-overs for lunch



maple roast pork

This is a typically gutsy, clever gastropub recipe, adapted from a recipe by chef Steve Harris of The Sportsman pub near Whitehall on the English coast.

Mix the paprika, maple syrup and 2 tbsp of the oil together in a bowl, then rub into the pork chops. Cover and refrigerate for as long as you have, be it an hour or overnight.

Heat the oven to 170°C/Gas 3. Heat the remaining oil in a frying pan, and gently pan-fry each chop on both sides, until it starts to blacken (be careful, as the rendered fat might splat). Using tongs, hold the chop at right angles to the pan to colour the strip of fat as well, then transfer to a baking dish. Cook the chops in the oven for 25 minutes until tender.

Mix the mayonnaise and mustard together and set aside.

Wash and dry the greens and shred finely. Cook in a little boiling, salted water until tender, then drain thoroughly. Dress with the butter, lemon juice, and sea salt and pepper to taste.

Spoon the cooking juices over the chops and season well. Serve with the greens and mustard mayonnaise.

Preparing a mid-week meal – something new
(not especially for the interview)

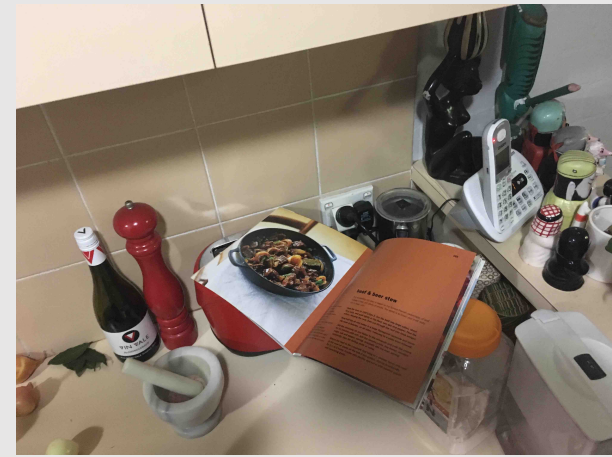
With the advent of winter, keen to get into doing
some casseroles again

Used a favourite recipe book – Beef & Guinness,
had the same meal at a gastro-pub recently

Loves using his big heavy pot – ‘pride & joy’

Bought the ingredients that day – shops close by,
did not have the right onions

Disappointed that the beef was sliced into thin-ish
strips – wanted to have ‘big chunks’ for this meal



Preparing a mid-week meal – something new (not especially for the interview)

Want to re-do the kitchen, but very happy with the current set up – space to work

Following the recipe – making sure that coat the meat with flour before browning

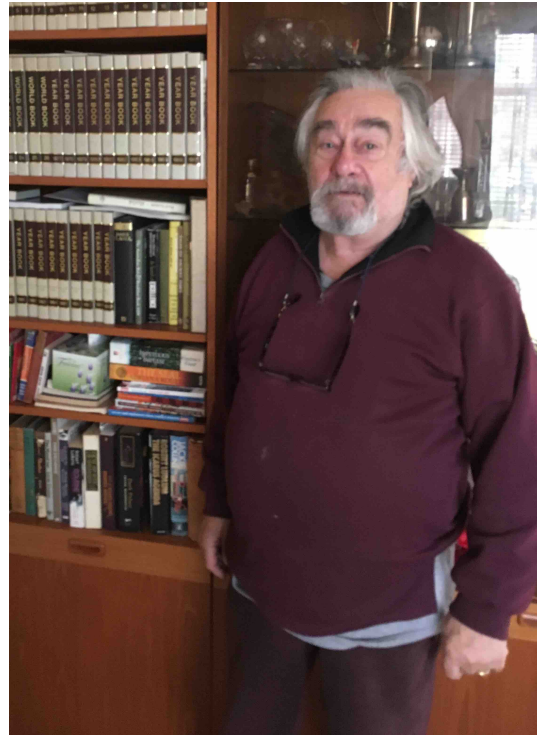
Onions are too big – did not realise – frustrated that going to break up in the casserole

Always sit down and eat at the table – 2 hours later ready to eat (wife is home late that night, so not under time pressure)



Active Ageing Personas

Leslie – Traditional Old (80+)





Leslie – Infirm, Traditional, Male, Married, Aged 83

Personal Circumstances

Work – Taxi / Chauffeur Driver, only stopped working 4 years ago. Has tried to do his own thing at different times (Importing fabrics, Fish & Chip shop), but “Keating put him back in a taxi”

Home – Lives in Benteigh, Melbourne mid-suburb, been in the same house since 1975

Family - He and his wife had two children, both have kids of their own who are now teenagers

Personality – Intelligent, Fun-loving, Dry, Down-to-earth

Personal Values – what is most important to you?

Family – means everything to him, he is comfortable in the knowledge that they have both turned out well as successful professionals

Self-sacrifice – did everything to give his kids the best. Work nights & weekends and missing holidays to put them through private school and University.

Faith – he is Jewish and tried to bring his kids up believing, and most importantly marrying the right person (he did not talk to his daughter for 2 years, as a result)

Independence – whatever life throws at them they believe they can come thru

Perseverance – at many times in his life he has faced adversity

Life style – what is day to day life like?

Simple life – with his wife’s sickness they are quite limited in terms of being able to go out and do things, so spends most of his days in and around the house

Shopping – one thing they enjoy together is doing the food shopping, as they shop the same places that they’ve done for all these years, it is a familiar comfort

TV – their pride and joy, though they can’t agree as to what they want to watch

Friends get together – Thursday he meets up with his buddies and they like to go to a simple restaurant, where they still carry on like they were in their 20’s

Goals & motivations – what drives you?

Care for his wife – she is very frustrated with what is happening to herself, so he often has to ‘bite his tongue’ in order to get through the day

Looking after his deceased friends’ widow’s – feels blessed with longevity, he makes the effort to drive them down to the pokies, once per month

Connecting with the outside world – he uses his computer as his window on the world, reviewing foreign news sites, skypeing his sister in NY and emails etc.

Comfortably live out the rest of his life – continue to live in their own home, where they have everything they want and need

Broader life drivers – what enables your life (tech, \$’s, leisure)?

Financially – live on the pension, doing main food shop when they receive it

Leisure – originally from the UK, they have never had any desire to travel abroad – the furthest they have ever been is the Gold Coast

Technology – whilst he has got outdated kit, he has pretty au fait with getting it working to do what he wants, being able to skype siblings and friends around the world

Living arrangement – their house looks like it has not been re-decorated since the 1970’s, but they are obviously comfortable and happy in it

Health & Wellbeing beliefs – meaning of Active Ageing

Not having any aches and pains that prevent him from doing what he wants – he only expects to be able to still drive and walk down the road

Not needing to rely upon medication that one’s Doctor has prescribed – been put on diabetes medication, but he does not think he needs it, so doesn’t bother

Being able to eat what he enjoys – he loves potatoes and has learnt from Neil Mitchell that they are Ok to eat

What life barriers / enablers – particularly relating to health & wellbeing?

Exercise is important – he has realized since he has stopped working and has far more time, that he needs to do some exercise – local council provides weekly hydrotherapy

Keeping active – he has seen friends retire and do nothing with themselves, and be dead within 5 years, so a big believer in staying active in every way

Not doing dumb things – smoked for fifty years, he realized 5 years ago, as he was starting to feel his age, that he needed to give up

For good health, one needs a good balanced diet: Plenty of green Vegies, Meat & Fish, Grilling non-fatty foods, Loads of garlic & Herbs and drink plenty of water

Needing to watch what he eats – he has a family history of gout, so has to be careful as to how much red meat he eats



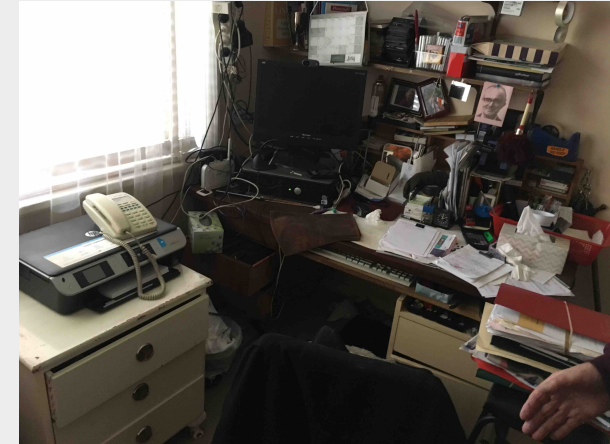
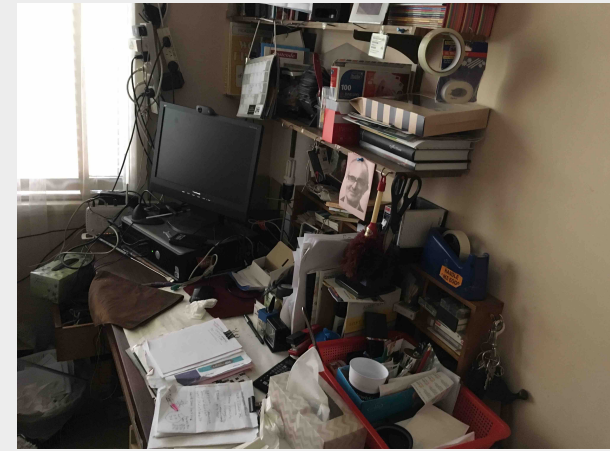
Home life, the house has changed little over the past 40 years ...

Above the dining table sits the photos of their two childrens families

The full set of encyclopedia's that they bought for their kids schooling still take pride of place

TV sits proude in the middle of the living room, so they can watch TV with dinners on their laps

When his wife's 'soapie's' come on, Leslie often retreats to his office, his comptter is his window on the world and enables him to keep in tough with siblings abroad





Home life, is spent around the house ...

His 'limosine' car still takes pride of place out the front

He often sits at his table looking out over the garden – where he used to smoke

His shed was his retreat – he is worried that it will soon fall down, if it wasn;t crammed with things. He has let the garden go these days

Takes pride in his spirits collection – likes to offer friends a drink. Very proud of the whiskey his son bought him for xmas





Very capable – at what he does

Enjoys cooking – his responsibility

Not adventurous – no desire

Food Belief Systems – what food ‘rules’ enable you to make sense of it all?

Don’t believe anyone anymore – has heard so many contradictory views, he believes anything is OK in moderation
His idea of a good balanced diet: Loads of green Veggies, Meat & Fish, grilling non-fatty foods, garlic & herbs and drink plenty of water

Once you get to his age, a healthy diet won’t make much difference – he feels he has done well to last this long, so believe it is OK to eat what they like

Overall Motivators / Influencers – what’s drives your food choices?

Food involvement – they like going food shopping, it gets them out of the house and is something that his wife is still able to do. Thus they go many times per week.

Thrifty – they go to a discount supermarket to buy their fruit & veggies, it is the stuff that comes back from the markets, so you have to be prepared to pick over it

Kosher – though it is much more expensive, all of their meat has to be kosher

Fresh & Seasonal – they like buying fresh fish and what’s available in the shops and is a good price

Food Shopping – how source the food that you need?

Shopping – one thing they enjoy together is doing the food shopping, as they shop the same places that they’ve done for all these years, it is a familiar comfort

Aldi is their preferred supermarket – they find the prices the best and don’t like responding to price promotions, they also prefer not to have all of the choice

A Chinese discount supermarket – they generally find that they can source good quality fruit & veg, as they are happy to put the effort in to picking over it

Kosher butcher – important to have kosher meat, even though it is more expensive. Despite his wife’s problems, she is still able to go shopping there (they are very helpful / supportive)

Small local shops – they enjoy parking on the local high st and going in different shops – bakers, etc.

Food Occasions & Behaviours – the structure of meals?

Breakfast is normally a weight-loss shake, though today he had Flounder!! (Sprinkled in flour that he cooked in butter), that he had bought from Aldi yesterday (though he’s not sure if he cooked it through properly)

Lunch is something quite light – a salad sandwich

Snacks he has occasionally - a hand full of nuts

Dinners: They don’t like to compromise at dinner – enjoying a proper / full meal

‘Favourite / treat’ – Mitsa meat balls are their favourite, though also had chops, roast chicken and osso buco recently – whatever they have, it always includes potatoes.

‘Healthy / wholesome’ – they don’t overtly have healthier meals, but he recognizes that some meals are a little better and others not so good for them: He bakes a whole fish every week. They also like to start their meals with chicken soup.

‘Left overs / convenience’ – Sunday night is Frankfurters, as he can’t be bothered to cook. Cooks more than they will eat in a single meal – i.e. meat balls for another day

‘Experimental / impress’ – not relevant to them, he has a reasonable repertoire of dishes that he cooks and has little interest in doing anything else, maybe if he found a particular fish

Food Preparation – what priorities & food preparation approach take?

He does all of the cooking – he is happy to put the time in to prepare a nice dinner for the two of them

He plans out the meals, making extra quantity, so he is able to make the same meal later in the week

They like to have soup at the start of every dinner – he makes this up in larger quantity to last the week

His wife generally sits with him in the kitchen when he is preparing food – though they also have a small TV in there

He has a good set of knives, that he lives using – having worked as a waiter, he often helped ‘prep’ in the kitchen, so got some good direction from leading chefs

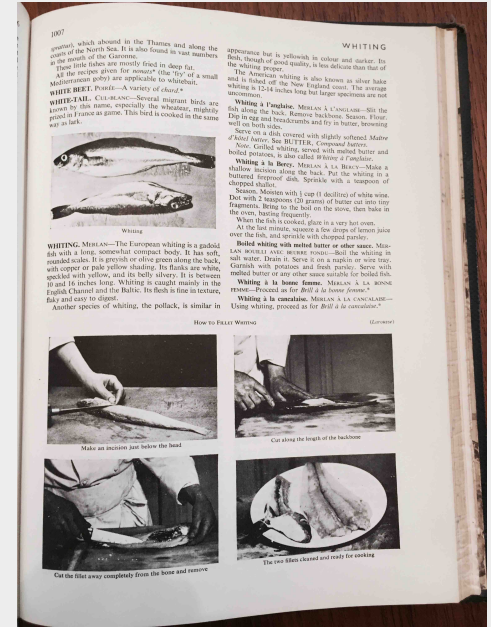
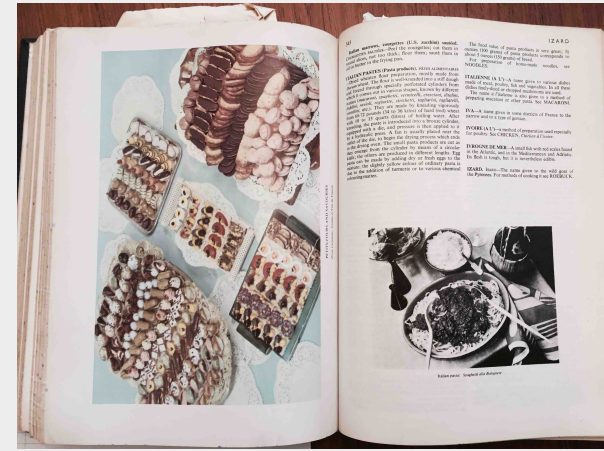
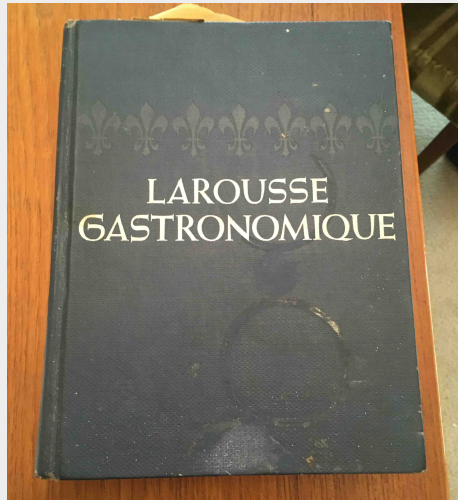
Cooking is a somewhat basic set-up

They have a standard cooker that has stood the test of time and still going strong

The microwave oven is the only thing they have added over the last 20 years or so

He only has one cook book – it is all he needs, the bible of French cooking

It shows you how to do things, properly, like fillet a whole fish



Well stocked with food ...

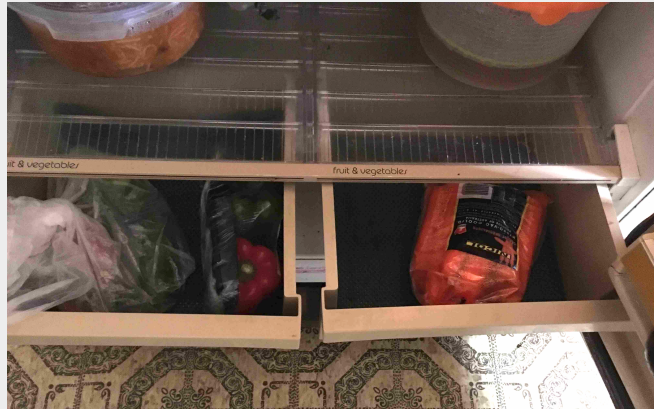
Their small freezer is well stocked and planned out – everything portioned up and ready to use

The fridge is similarly full, with meals planned out for the coming week

The vegie draw has a range of fresh things - from carrots to peppers to beans

The food cupboard contains mostly private label items

A good collection of herbs and spices



Meals are well planned ...

Minestrone soup will last them a number of days –
bought some tins and added his own things

Some chicken croquettes – a favourite of theirs,
made enough to last a few nights

The bottom shelf of the fridge dedicated to meals
they can eat at any time

In an effort to lose weight he is taking meal
replacement offerings for breakfast / lunch





Food shopping is an important part of their lives ...

Whilst his wife has had her licence taken away from her, he still loves driving

Aldi is their preferred supermarket – find the prices the best and don't desire choice

CK is a down-market venue for vegies – need to pick through the stock, but worth it

Kosher butcher is expensive, but very supportive

Shopping in familiar places is a great opportunity to take his wife out and for her gain some fulfillment

